MARCH 10, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OTHER HOUSTON STATIONS

OTHER HOUSTON STATIONS

OTHER HOUSTON STATIONS

kprc-tv

kprc-tv

kprc-tv

good

better

best

kprc-tv
Channel 2
Houston
FOR SYMPTOMATIC RELIEF OF SAGGING SALES FIGURES, HEADACHES AND OTHER ADVERTISING PAINS AND MISERIES

If you use **television** or radio for Houston sales woes, two stations are more effective than one as a pain reliever.

Better still is one other station and **KPRC-TV.** This combination gives pain relief plus relief for other miseries as well.

But—for fastest, surest relief—for feelable relief almost instantly from the symptoms of sagging sales charts and selling woes, take two doses of **KPRC-TV.**

KPRC-TV... **1.** gives effective relief from **sneezing, sniffling, stuffy prospects**... **2.** helps ease raw and irritated **clients**... **3.** calms that tiring, **ache-all-over feeling**... **4.** gets into the mind's eye **fast**... **5.** sells for you to a **larger audience** in Houston.

Ask your accounts to examine the KPRC-TV prescription. They'll agree with you that **KPRC-TV in Houston is powerful, fast, effective.**

Kprc-tv

JACK HARRIS, Vice President and General Manager • JACK McGREW, Station Manager • EDWARD PETRY & CO., National Representatives

Here it is... **THE HIGHEST RATED METROPOLITAN RADIO STATION IN THE UNITED STATES!***

KLIF

DALLAS

JANUARY-FEBRUARY, 1958

47.25%

ALL-DAY AVERAGE—7:00 A.M.-6:00 P.M.

MONDAY THROUGH SATURDAY

* **C. E. HOOPER**
... Latest Radio Audience Measurements in First 25 Markets of United States

For years, KLIF has led all other stations in Dallas in audience ratings *around the clock*, seven days a week.

Now, KLIF ratings not only exceed those of *all other Dallas stations combined*, KLIF has also become the highest-rated radio station in the top 25 markets of the entire United States! Here—surely—is the guarantee of penetration that makes advertising pay off . . . BIG!!

Take a look at the stations listed below. They are the affiliated stations of the famed Texas Triangle . . . and they have one big thing in common. *Every one of these stations is the leading station in its market according to the latest audience measurements of both C. E. Hooper and Pulse!* Four of them are McLendon Stations. Think it over, then

call your nearest John Blair man

THE TREMENDOUS TEXAS TRIANGLE...

KLIF DALLAS — **KFJZ** FT. WORTH • **KILT** HOUSTON • **KTSA** SAN ANTONIO

and now . . . **KEEL** Shreveport

IN DES MOINES, IOWA

KRNT TV

NEWS RATINGS PEAK AT

50.8 Channel

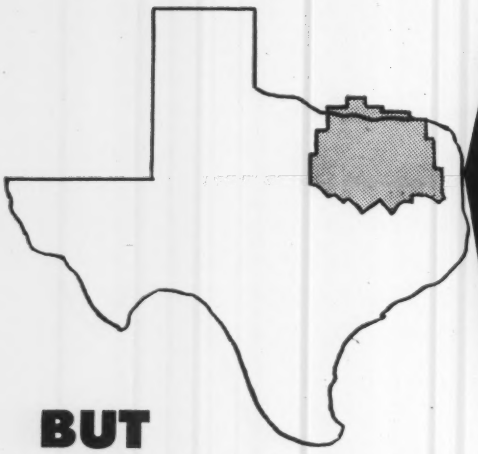
AUDIENCE PERCENTAGE - 81%!
(THIS GREAT MARKET HAS THREE STATIONS)

IT FOLLOWS...
THE NEWS LEADER IS THE STATION WITH THE MUST INGREDIENT

BELIEVABILITY

KATZ REPRESENTS THIS COWLES OPERATION

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.



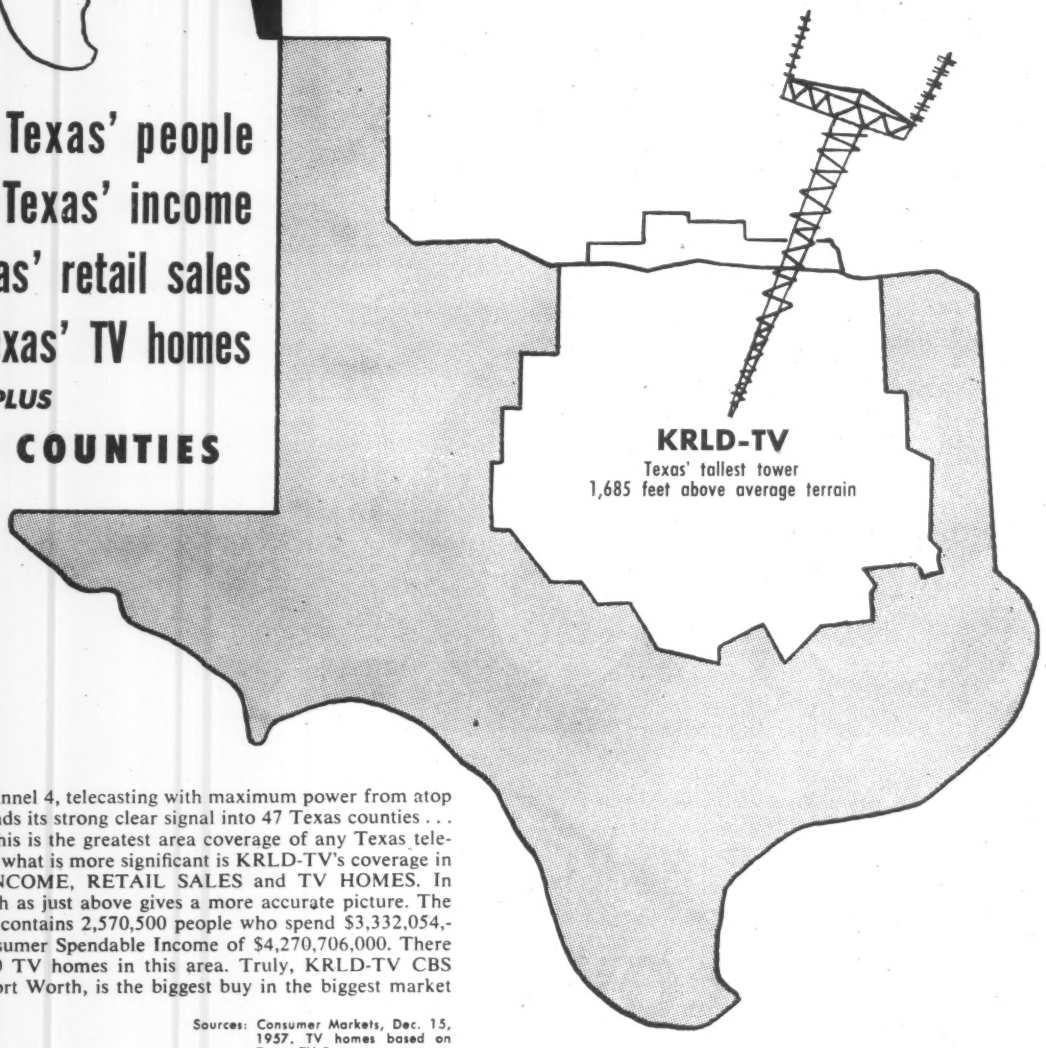
KRLD-TV
CHANNEL 4 DALLAS
covers one-seventh of Texas' area

BUT

28% of all Texas' people
30% of all Texas' income
31% of Texas' retail sales
⅓ of all Texas' TV homes

PLUS

5 OKLA. COUNTIES



KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, sends its strong clear signal into 47 Texas counties . . . plus 5 in Oklahoma. This is the greatest area coverage of any Texas television station. BUT . . . what is more significant is KRLD-TV's coverage in terms of PEOPLE, INCOME, RETAIL SALES and TV HOMES. In those terms, a map such as just above gives a more accurate picture. The KRLD-TV Texas area contains 2,570,500 people who spend $3,332,054,000 annually of a Consumer Spendable Income of $4,270,706,000. There are more than 644,000 TV homes in this area. Truly, KRLD-TV CBS television for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state.

Sources: Consumer Markets, Dec. 15, 1957. TV homes based on Texas TV Reports.

KRLD-TV is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only full-time 50,000 watt station in Dallas-Fort Worth. The Branham Company, national representatives.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON, CHAIRMAN OF THE BOARD • CLYDE W. REMBERT, PRESIDENT

closed circuit.

ABC ADMINISTRATOR • That idea of appointing overall administrative head for ABC-TV and ABN [CLOSED CIRCUIT, Dec. 16, 1957] has finally jelled. At meeting of AB-PT board today (Monday), James G. Riddell, president of AB-PT's WXYZ-AM-TV Detroit, is slated for election as executive vice president of ABC on temporary if not permanent basis [NETWORKS, Feb. 24]. Oliver Treyz and Robert Eastman, presidents of ABC-TV and ABN respectively, will report to Mr. Riddell. Mr. Riddell will report to Leonard H. Goldenson, president of both AB-PT and ABC.

•

In tumult over ch. 10 Miami testimony and resignation of FCC Comr. Richard A. Mack, other matters under investigation by House Oversight Subcommittee have been temporarily forgotten.. But they'll be resurrected soon. For example, Frank M. (Scoop) Russell, NBC Washington vice president, is due to testify this week on "loans" of RCA color sets to FCC members. Mr. Russell was among first witnesses called at original committee hearings, but he never got to stand.

•

HELP WANTED • While White House is screening prospective candidates for FCC vacancy created by forced resignation of Comr. Richard A. Mack, Democrat, there's no certainty that nomination will be promptly forthcoming. President Eisenhower may await further developments growing out of House Oversight Committee investigation which conceivably could bring additional severances from Commission.

•

Although White House has steadfastly backed FCC Chairman John C. Doerfer, there is disposition to await his further testimony (possibly next week) before determining what's to be done. Reports have become widespread that Comr. Frederick W. Ford, appointed last summer, will be "rotated" into chairmanship with Mr. Doerfer to continue as member. But observers do not rule out possibility that there may be new appointee to chairmanship, in addition to Democrat who will fill Mack vacancy.

•

UHF BLUES • Are CBS and NBC reaching point of despairing of successful operation of their owned uhf tv stations? Bleak reports heard during past few months were corroborated by CBS Inc. President Frank Stanton in testimony last week before FCC Network Study hearing [see page 36], and NBC is expected to tell substantially same story in testimony this week. Questions from bench drew from Dr. Stanton admission that that network's uhf owned stations (ch. 19 WXIX-TV Milwaukee and ch. 18 WHCT [TV] Hartford) "are no bed of roses."

NBC's owned uhf stations are ch. 17 WBUF (TV) Buffalo and ch. 30 WNBC (TV) New Britain-Hartford. In each of markets, network owned uhf's are competing with at least two vhf's (in Milwaukee it's three) and are suffering business-wise, despite network-ownership and full network schedules. In Milwaukee ch. 6 WITI operates independently and recently was signed for spot representation by John Blair & Co. In Buffalo, ch. 7 is awaiting final FCC decision and would be third vhf in market. In Hartford-New Haven area ch. 3 WTIC-TV is operating independently.

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FILM TAXES • City of New York is getting ready to collect hundreds of thousands of dollars in sales taxes on television films, under formula worked out quietly around first of year. In case of films on networks, it's 3% of 15% of cost of film or film rental; for film on New York local stations, 3% of 65% of cost. Networks presumably pass added expense along to advertisers as part of cost, wherever possible; where advertisers or agencies contract for films directly, tax is payable by them. Formula was worked out by negotiation and is retroactive to time each network or station started using films. City tax official said most if not all stations, as well as all networks, had accepted plan; was blunt about what might happen to any who protested. "Then we'll collect 3% of 100%," he told BROADCASTING.

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Tax prospect (see above) has had some network film sponsors thinking of having their film originations transferred to, say, Chicago to avoid New York levy, though some sources indicate such talk has tapered off since exact formula was arrived at. Networks especially might also find advantage in another sort of "exodus." WATV (TV) Newark, because of its New Jersey location, is exempt from tax even though it transmits from Empire State Bldg. Tower same as all six New York stations. Presumably, then, networks (and stations) could exempt themselves by opening film-origination studios across Hudson.

•

STARS AND STATIONS • Re-entry of Mary Pickford-Charles (Buddy) Rogers in broadcasting business through purchase of KFBI Wichita for $450,000 (see page 86) understood to mark beginning of project by couple toward acquisition of additional radio and television properties. Mr. and Mrs. Rogers formerly held one-third interest in ch. 12 WSJS-TV Winston-Salem but disposed of it to principal owners, Piedmont Publishing Co. (Gordon Gray interests) several months ago.

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KFBI acquisition by Mr. and Mrs. Rogers is in tempo with trend of Hollywood personalities in acquiring broadcast properties. First of celebrities to become multiple station owner was Gene Autry (KOOL-AM-TV Phoenix; KOPO-AM-TV Tucson; KMPC Los Angeles and KSFO San Francisco). Others with substantial interests now include Bing Crosby (principally ch. 13 KCOP Los Angeles); Bob Hope (minority interest in KOA-AM-TV Denver) and Frank Sinatra (KJR Seattle, KXL Portland, Ore.; KNEW Spokane).

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HARDER STEEL • With steel sales declining, U. S. Steel Corp. is understood to be revamping its advertising from institutional approach to "progressive" pitch with distinct consumer angle. Viewers of CBS-TV's *U. S. Steel Hour* may already have noticed slight changes in corporate "USS" logo, are due to see yet another "new corporate face" late this month as U. S. Steel, working with researcher Alfred Politz, its agency, BBDO, and industrial design firm of Lippincott & Margulies, introduces new slogan. It is departure from old "only steel can do so many jobs so well" to "steel lightens your work . . . brightens your future . . . widens your world." In effect, U. S. Steel is borrowing page from ad book of Aluminum Co. of America which two years ago scrapped "all-corporate" approach for direct consumer hook with distinct ALCOA emblem.

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How radio may be effectively utilized to move "offbeat" and expensive product is being graphically demonstrated in Chicago by Cook County Mobile Homes. Trailer firm has increased volume to more than million dollars in six years (from 36 to well over 1,000 trailer sales per year), thanks only to daily dj program (no other medium is used). Company claims to be largest dealer in world for what is described as mushrooming mobile home business. Program is aired on WMAQ Chicago nightly (11:05-15).

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RKO RETRENCHMENTS • RKO Teleradio Pictures, New York, which has been under scrutiny for some months by Booz, Allen & Hamilton, management consultant, reportedly is set to implement belt-tightening moves—within about two weeks—covering radio-tv, motion picture and recording company operations. As result of BA&H findings it's expected several top level radio-tv executives of RKO stations both on East and West coast will be reassigned or released, along with other personnel. Cut-back also is slated to encompass parent organization itself. RKO Teleradio stations are WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis and WGMS Washington.

a good rule to follow...

"always buy Meredith stations to get your advertising home!"

Use a slide rule, use a rating, ask your dealers, or use any other time-buying aid . . . you'll probably arrive at the same answer . . . the Meredith Station in Kansas City, Syracuse, Phoenix, Omaha and Tulsa is your best buy. Advertising on The Meredith Stations gets results . . . your advertising gets HOME. The station managers or their representatives can give you the facts.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

Networks' Answering Volley—Networks attack Barrow Report recommendations as open hearings start before FCC. Stanton warns if option time removed network future in doubt; Goldenson sees financial shoals ahead for ABC if network has to divest any owned and operated stations. NBC executives due to testify this week. Page **27.**

J. Walter Thompson's Tv Rating ABCs—Both the experts and the uninitiated in the use of television ratings will find something for them in this basic and comprehensive study on what ratings are, their limitations and how to apply them for optimum results. Page **37.**

A Strong Door Against Ad Taxes—Maryland Gov. McKeldin signs into law measure that will forbid singling out of advertising for special levies. Page **50.**

The Corporate Image—BBDO's Foreman would step up monthly network specials. ABC-TV has not accepted "advertiser rotation" concept but continues to hold talks with Foreman. In speech, BBDO executive urges joint action by networks and advertisers to upgrade tv show quality. Page **54.**

Benton & Bowles Deserts Madison for Fifth—Agency moves into lavish new quarters in New York's newest skyscraper: 666 Fifth Ave. Office space includes one of most "formidable" installations of radio-tv equipment in country. Page **56.**

Echoes Across the Capitol—House FCC investigators hear scathing attack on several senators for activities in Miami ch. 10 case as officials of National Airlines defend their actions; subcommittee hires new chief counsel; star witness Whiteside appears before federal grand jury under subpoena. Pages **64, 72.**

Schwartz Suggests Federal Agency Reforms—Fired chief counsel of House Legislative Oversight Committee, back in New York from Washington, tells what he thinks is wrong with the government regulatory agency system in address to Overseas Press Club. The men who run such bodies should be more like judges than politicians, he avers, and should be insulated from political or other influences. He suggests remedies. Page **73.**

BMI Battle Lines Formed—Hearings on Smathers bill divorcing broadcasters from ownership in BMI begin tomorrow before Senate subcommittee. Proponents of the measure to fire first salvos with over 75 witnesses scheduled to appear during course of hearings. Page **76.**

Moves Against Secrecy in Government—House Government Operations Committee approves measure to remove some of the hush-hush from governmental activities; meanwhile, Senate Constitutional Rights Subcommittee, investigating in the same field, hears testimony from Attorney General William P. Rogers, who criticizes the House bill. Page **76.**

Idea Men Match Wits—Ways to improve local public service programming discussed and developed at second annual program creative conference held by Westinghouse Broadcasting Co. in Baltimore. Editorializing scanned; Susskind sees gloomy future for tv unless something's done. Page **78.**

Hammer Reassures MBS Affiliates—Board chairman-president tells stations that removal of President Roberts stemmed from differences over programming, emphasizes confidence in Mutual's success. Network officials to meet with affiliates advisory group March 28. Page **88.**

Strike Weapon Readied—SAG members are asked to authorize strike action in case negotiations with filmed commercial producers break down. Page **90.**

Telemovies Rebound Claimed—Bartlesville home-movie system reported rallying after crisis from subscriber cancellations. Page **91.**

What's New Technically?—Industry's engineers to take a deep look into latest equipment and processes at 12th annual NAB Broadcasting Engineering Conference April 28-May 1 at Los Angeles. Page **92.**

NAB Gets Ready for March 24 Elections—Seven members on the NAB Radio Board are renominated. Nominations made for five other Radio Board spots. Page **92.**

Better Times for Set Makers?—Investment advisers see balance between production and sales of tv sets as receiver manufacturers climb out of their own private business recession. Page **94.**

No Tryout Towns on Tv Road—William B. Lewis, president of Kenyon & Eckhardt, turns a searchlight on the need for faster evaluation of television programs and short-run commitments. Page **113.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

You need coverage AND audience.

In WHB's 96-county* world
IT'S A WHB PULSE

WHB is *first* in 432 of 432 quarter hours 6 a.m. to midnight (Pulse, Kansas City 96-county area . . .6 a.m. to midnight, Monday through Saturday).

Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket. And, WHB is the dominant first among every important audience-type!

Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

*situated in Missouri, Kansas and Iowa

WHB KANSAS CITY *10,000 watts, 710 kc.*

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

ABN EXPLORES PRESS ASSOCIATION PLAN

ABC's radio network (ABN) held secret meeting Friday with six leading broadcasters to discuss possible conversion of network to press association type of operation.

Under proposals, which reportedly are only in exploratory stage, network would supply live program service built around backbone of news to subscribing stations in top 100 markets. Costs of operation would be borne by one of at least three means: (1) straight subscription fees paid by stations as they now pay AP, UP or INS for news wires; (2) smaller subscription fees augmented by revenue from national advertising sold on networks; (3) subscription fees plus revenue from co-op advertising.

If network undertook to sell national network advertising, it would take commission, probably 15%. Rest of money would go to stations.

ABN officials think such service would cost around $4.1 million per year, including $1.5 million in line charges. With 100 stations on string, that would mean average subscription of $41,000 per year per station, if straight subscription system were used.

Friday meeting was held at New York's Lombardy Hotel under chairmanship of Robert Eastman, ABN president. Present were ABC affiliates Roger Clipp, of Triangle stations (WFIL Philadelphia and others); Otto Brandt, of King Broadcasting Co. (KING Seattle and others); Alex Keese, of WFAA Dallas, and Robert Jones, of WFBR Baltimore; and independents William McGrath, of WHDH Boston, and Chet Thomas, of KXOK St. Louis.

Mr. Eastman reportedly told broadcasters that American Broadcasting-Paramount Theatres, parent of ABC, would underwrite costs of press association type of radio network if project had reasonable chance of making some return at end of two years.

Those who attended Friday meeting agreed to give proposal serious study and to meet again at undetermined date.

This is not first time press association type of radio network service has been considered. Year ago, before Mutual was sold by Tom O'Neil, executives of that network considered converting it to service for which stations would pay. Basic research used in Mutual considerations was survey of broadcasters by BROADCASTING (Nov. 26, 1956) which showed substantial sentiment favoring press association type of network service.

GRAND JURY TO PROBE SECOND TV GRANT AS SCOPE OF FCC INQUIRY IS WIDENED

Investigations of FCC broadened Friday with Justice Dept. disclosure that "another facet" of Commission will come under Grand Jury scrutiny. Justice spokesman declined to further identify new scope of inquiry other than to say it does not concern Miami ch. 10 grant to National Airlines, already under Justice, FBI and House investigations.

In letters of authorization assigning four attorneys to case, Attorney General William Rogers stated department has been informed "unknown persons" attempted bribery, fraud, perjury and conspiracy against government. Attorneys include Robert J. Rosthal, J. Frank Cunningham, William P. Clancey and James J. Sullivan. New probe is of broad nature, including former as well as present commissioners.

Stressing action is not "a sweeping probe of the FCC," Justice spokesman said several witnesses will be subpoenaed to appear this week before Federal Grand Jury in connection with unnamed FCC case. Also, he said, records of Thurman A. Whiteside and Charles Shelden turned over to Grand Jury last week will be impounded for detailed FBI study.

Records concerned financial dealings between Miami attorney Whiteside and former FCC Comr. Richard A. Mack and files of Miami insurance agencies Stembler-Shelden and Andar Inc. Testimony during House Legislative Oversight Subcommittee hearings in ch. 10 case developed that Mr. Whiteside gave Mr. Mack financial interests in two agencies from which Mr. Mack realized approximately $10,000.

After appearing before Grand Jury Thursday, along with insurance partner Shelden, under subpoena (see page 64), Mr. Whiteside volunteered further personal records Friday. He has been directed to return again tomorrow (Tuesday) at 2:30 p.m. He is scheduled to testify today (Monday) for second time before House subcommittee on role he played in ch. 10 case.

H. Earl Barber, legal assistant to Comr. Mack at FCC and former law associate of Mr. Whiteside, has been subpoenaed by Grand Jury for Thursday appearance.

Adams To NBC Board

Election of David C. Adams, executive vice president, corporate relations, NBC, to network's board of directors, is to be announced today (Monday) by NBC President Robert W. Sarnoff. Mr. Adams, member of NBC executive council, was named executive vice president in 1956 to head station relations and planning departments and Washington office.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 37.

SWIFT TO BURNETT • Swift & Co., Chicago, placing Allsweet margarine, Vigoro and End-O products for United States and Canada with Leo Burnett Co., Chicago, effective June 1, according to Ray Weber, advertising manager. Products represent bulk of business released by J. Walter Thompson Co.—estimated $3 million of $3½-4 million budget of which 25% is radio-tv. Pard dogfood, Swift peanut butter, Jewell salad oil-shortening and Swiftning still unassigned.

RADIO FOR CHEVY • Chevrolet Div. of General Motors, Detroit, is shifting into high gear in its first extensive spot radio use in five years. National campaign now underway is expected to reach more than 300 markets. Contracts are for indefinite time. Campbell-Ewald, Detroit, is agency.

INSURANCE FOR TV • Tv test for National Assn. of Insurance Agents last year has paid off. NAIA is about to plunge headlong into video with 130 market NBC-TV lineup on *Today* (effective March 31), backed with 40-market tv spot campaign lasting 9-13 weeks. Association will hiatus during summer, returning in early fall for another 13-week push. Agency: Doremus & Co., N. Y.

RADIO-TV CAMPAIGN • Nehi Corp., Columbus, O., for its Nehi Royal Crown cola, has started spot schedule in 75 to 100 radio markets and about 200 television markets. Length of contract still undetermined. Compton Adv., N. Y., is agency.

ONE FOR TEA • Japanese Tea Growers seeking entry into expanding U. S. tea consuming market [ADVERTISERS & AGENCIES, March 3] reportedly are asking for radio availabilities through their one-man agency, Ikeda Adv., Larchmont, N. Y. Plans are for April kick-off.

NEW ACCOUNT • Keyes, Madden & Jones, Chicago and New York, appointed to service Weco Products Co.'s new Dr. West push-button (Aerosol) toothpaste. KM&J already handles Chicago headquartered company's Ivo division (Skeeto-Go mosquito repellant, Lip-Ivo Chapstick and Cold-Sore).

at deadline

Salant: Barrow Proposals Close to Utility Concept

Richard S. Salant, CBS vice president, told FCC Friday that network had no objection to having chain broadcast rules apply directly but vigorously protested, in principle, regulation of networks by FCC.

CBS executive, in peppery denunciation of Barrow Report recommendations, charged that report opened door to interference with business judgment of networks through concern with what it called public interest. He told Commissioners that direct FCC network regulation would encompass power over network programming, network relations with advertisers and network relations with stations.

Tone of some passages of report, Salant said, apparently aims at giving Commission powers over programming beyond overall program balance. He referred to statements by Sen. John Bricker (R-Ohio), author of bill to regulate networks, indicating that one purpose was to impose "checkrein" to insure unbiased news broadcasts. He alluded to communication from another legislator who asked how CBS treats segregation and integration issue, pointedly implying that his votes on network regulation bills would be swayed by network's answer to this question.

If government gets into business side of network operations, Mr. Salant warned, it is possible that networks will be ordered to take certain business solely "in the public interest" as viewed by regulators. And, CBS vice president added, affiliation policies would be subject to momentary Commission allocation policies rather than to realistic policy. He said networks as they exist today would be destroyed. "The concept is dangerously close to public utility regulation of networks," he said, adding rules not in existence are followed by networks though they are written to apply to stations.

Public decides in end, Mr. Salant said, with no network able to exist for long unless it met public interest.

William B. Lodge, CBS station relations vice president, was questioned on affiliation practices and must-buy policies. He said CBS would welcome five-year affiliation rights but would not use it with all affiliates. Answering Comr. Craven on uhf attitude, he said, "I wish I had the foresight to look ahead 10 to 20 years. As of now I do not see how uhf can replace vhf in its ability to serve the public. Many areas depend on uhf; it must be kept as part of the service."

He agreed with Comrs. Hyde and Doerfer, respectively, that uhf can provide service but is not as good as vhf in coverage and penetration of natural obstacles. Answering another query, he said there must be barrier against degradation of service by mileage separation factors.

BENTON vs. BOWLES

In advertising it is Benton & Bowles, but in Connecticut's political alignment this year it is expected to be Benton vs. Bowles. William Benton (former U. S. Senator) and Chester Bowles (former U. S. Ambassador to India, ex-governor of Connecticut) retired in 1936 and 1941 respectively from agency they founded in 1929. Both became wealthy. Ex-Sen. Benton is now campaigning for Democratic nomination for seat held by Sen. William A. Purtell (R-Conn.) and ex-Gov. Bowles is expected to announce soon for same Democratic nomination for same seat.

Wolfson Gains Control Of WLOS-AM-FM-TV

Mitchell Wolfson, minority owner, has exercised option and purchased majority interest in WLOS-AM-FM-TV Asheville, N. C., in "million-dollar transaction." Last spring, Mr. Wolfson purchased 4,770 shares in stations for $290,000 and obtained option to buy 4,276 additional shares from Charles B. Britt and family for $277,940. Option had been held up in court proceedings before last week's consummation.

Purchase price includes assumption of WLOS indebtedness of $341,000. Mr. Wolfson, who has interests in WTVJ (TV) Miami, WFGA-TV Jacksonville, Fla., and WMTV (TV) Madison, Wis., also hopes to obtain majority of 3,075 WLOS shares still owned by others. WLOS-TV, affiliated with ABC, is on ch. 13; am outlet is on 1380 kc with 5 kw day, 1 kw night and is affiliated with ABC and Mutual; fm operates on 104.3 mc.

NAB Films Panels Set

Feature film and syndicated film panels will be held Monday, April 28, by NAB preceding formal Tuesday convention opening at Los Angeles (see engineering agenda page 92). Harold P. See, KRON-TV San Francisco and NAB Tv Board member, will moderate panels, with two broadcasters and two film associate members on each panel. Supply of features, handling and treatment, pricing, contracts, cancellation, re-runs and distributor-station relations will be covered.

Formal convention programming for tv opens Tuesday afternoon with talk by John E. Fetzer, WKZO-TV Kalamazoo, Mich., Tv Board chairman, and report by Thad H. Brown Jr., NAB tv vice president. Tv Code, sales promotion, automation, local live color and prospects for tv growth will be discussed at tv sessions. Television Bureau of Advertising will give a sales presentation Thursday afternoon, final convention day.

PEOPLE

A. SCHNEIDER, first vice president, Columbia Pictures, elected president, succeeding **HARRY COHN,** who died Feb. 27. **RALPH M. COHN,** vice president and general manager of Screen Gems Inc., tv film subsidiary of Columbia, elected president of SG and vice president of parent company.

B. LOWELL JACOBSEN, NBC director of personnel, elected vice president, personnel. He first joined RCA in 1943, switched to NBC in 1953.

BILL COSTELLO, former CBS newsman, joins Mutual today (Monday) as diplomatic correspondent in Washington, D. C.

JEAN JAFFE, timebuyer at Lennen & Newell, to Doyle Dane Bernbach, both N.Y., March 24 in similar capacity. She succeeds **JAN STEARNS,** resigned last month.

ED SPITZER, account executive with Kudner Adv., N. Y., named director of Kudner's newly-created merchandising and sales promotion department.

GEORGE H. GALLUP, formerly manager of retail relations and automotive promotion manager, *McCall's* magazine, to CBS Radio as account executive.

JOSE di DONATO, formerly executive film producer for Compton Adv., Harry B. Cohen and Doherty, Clifford, Steers & Shenfield, all N. Y., to Sound Masters Inc., N. Y., as manager, tv client service.

RALPH J. RENTON promoted to associate chief FCC engineer from assistant chief engineer. He joined FCC and predecessor FRC in 1929, has served in various capacities, including U. S. Conelrad supervisor, 1951-56. **ARNOLD G. SKIVSETH** named acting chief, Technical Research Div., Office of Chief Engineer, FCC.

RCA Declares Dividend

Quarterly dividend of 25 cents per share on common stock of RCA payable April 28 to shareholders of record March 17 was announced Friday by RCA Board Chairman Brig. Gen. David Sarnoff. Dividend of 87½ cents per share also declared on first preferred stock for period April 1-June 30 payable July 1 to shareholders of record June 9.

Long Step Toward Access

KFAB and KBTV (TV) Omaha Friday claimed new step toward eventual approval of full courtroom access by radio-tv as District Judge James English of Omaha allowed broadcast reporters to air live coverage of reading of second degree murder verdict from floor of courtroom and to interview witnesses and key figures in trial direct from court. KFAB had been airing half-dozen live remotes daily from corridor outside court during trial.

New Rep for WEZE

WEZE Boston names George P. Hollingbery Co., N. Y., as national representative effective today (Monday). Air Trails Network-owned outlet became basic NBC affiliate March 1.

KRON is TV in SF

San Franciscans are sold on KRON-TV

AVAILABLE
Alternate Weeks
SHERIFF
OF COCHISE
Saturday 6:30 P.M.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Metro-Goldwyn-Mayer

Tugboat Annie motion picture feature a box-office record-breaker in the top motion picture theatres. N. Y. Times —"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

SHIRLEY TEMPLE STORYBOOK

Shirley Temple turned to a welcome chapter when she picked "The Legend of Sleepy Hollow" for Wednesday's bedtime tale. The tv version of Washington Irving's classic was altogether charming.

Shirley Temple handled the Katrina role with aplomb, making a graceful foil for Jules Munshin's Ichabod. Nature didn't equip Mr. Munshin to be quite so grotesque as the gangling schoolmaster has always been in imagination, but this was the only limitation in a droll performance.

John Ericson as Brom Bones, Boris Karloff as narrator and the rest of the Sleepy Hollow townfolk acquitted themselves winningly in action, song and dance.

A monochrome view of the Sleepy Hollow settings—fading from impressionistic flats to realistic four-dimensional sets—hinted at how impressive it all must have been in color. Music was tastefully handled too. The fiddle tunes were charming, and "Be Not Afraid" sounded like something straight out of a shape-note hymnal, an inspired motif for the witchery theme.

NBC, Shirley Temple and Henry Jaffe Enterprises can rest assured that the ghost of Washington Irving will not come around to haunt them.

Production costs: $125,000.

Sponsored by Breck, Hill Bros. Coffee and Sealtest through N. W. Ayer on NBC-TV in color and black-and-white March 5, 7:30-8:30 p.m.

Producer: Alvin Cooperman; director: Paul Bogart; production: Henry Jaffe Enterprises; adaption: Norman Lessing; music and lyrics: Mack David, Jerry Livingston.

Cast: Shirley Temple, John Ericson, Jules Munshin, Boris Karloff, Russell Collings.

STUDIO ONE

Jackie Cooper created a convincing young movie publicist for *Studio One's* "The Fair Haired Boy" by Herman Raucher. Despite this, it was hard to muster much sympathy as the writer became victimized by an associate who turned out to be an idea pirate.

This is not to deny such demonstrated talents as those of Mr. Cooper, Darren McGavin, playing the plagiarizer, and Bonita Granville as a politicking publicity girl. Rather it is that their play was another of those business-jungle adventures that begin to pall unless the writer happens on a felicitous variation of the dog-eat-dog plot. Or maybe some viewers subconsciously revolt at a continuation of workaday intrigue when they come home and turn on the tv set.

The production was smoothly done, par for the course on *Studio One*. Plotwise, however, the viewer might almost agree with the play's tough-as-nails executive who told a protesting hero that looking at a conflict on his echelon was like watching a couple of herring battle in the mouth of a whale.

Production costs: $53,000.

Sponsored by Westinghouse Electric Corp. through McCann-Erickson on CBS-TV from Hollywood, Mon., March 3, 10-11 p.m.

Producer: Norman Felton; director: David Greene; writer: Herman Raucher.

Cast: Jackie Cooper, Darren McGavin, Bonita Granville, Robert Harris, Patricia Smith.

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

CBS-TV

March 11, 18, (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

March 10, 17 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

March 11-14, 18, 19 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

March 11 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

March 12, 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

March 13 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

March 13 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

March 15 (8-9 p.m.) *Perry Como Show,* participating sponsors.

March 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco through BBDO and Toni through North.

March 16 (5:30-6:30 p.m.) *Bell System Science Series,* Bell Telephone through N. W. Ayer & Son.

March 16 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

March 16 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby, U.S. Time Corp. through Peck Adv., and Greyhound through Grey Adv.

March 16 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

March 18 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

AMERICAN TELEVISION COMPANY, INC.

FORT SMITH, ARKANSAS

Climaxing a Great Improvement Program

Takes pleasure in announcing the appointment

of

WALTER M. WINDSOR

as

Vice-President & General Manager

of

KNAC-TV Channel 5

CBS

GREETINGS AND A MESSAGE from Walter Windsor

When the opportunity was offered me to become vice-president and general manager of KNAC-TV Ch. 5, my skeptical CBS eyes investigated and here is what I found.

- A rich Oklahoma-Arkansas Industrial Wonderland.
- The only VHF station between Tulsa and Little Rock (300 highway miles).
- A captive audience of more than 150,000 CBS viewers.
- A potential ½ million consuming viewers.

I hope you will place your faith in me and start right out with me as charter clients, in return for which I promise to give you an extra measure of promotion to make it your very best television buy.

Mr. Windsor brings to Channel 5 a wealth of experience. He is a member of Broadcast Pioneers, having been active in radio and television for 23 years and in management for the past 12 years. Since 1954 he has served as general manager of KCMC-TV in Texarkana, where he has compiled an outstanding record for programming, promotion and service to the advertiser. This know-how is now at your disposal when you utilize the services of KNAC-TV.

36th MARKET IN THE U.S. FOR PER-CAPITA RETAIL SALES

KNAC TV-CH. 5

Represented Nationally by H-R Television, Inc.

FORT SMITH, ARKANSAS
IN THE HEART OF THE RICH
OKLAHOMA ARKANSAS
INDUSTRIAL WONDERLAND

TWO EARS *and* *a* NOSE *for* NEWS

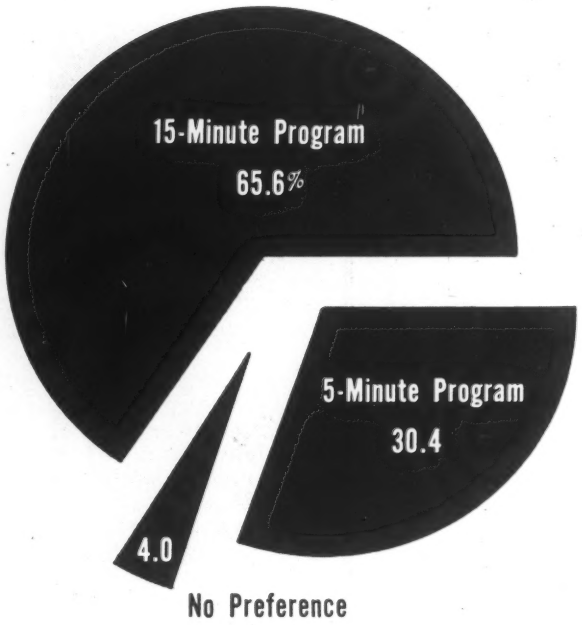
Defining the NEWS LISTENER

In general, when you hear the news on radio, is it because you have tuned in specifically to hear the news at that particular time, or is it because you've been listening to the radio and the news happens to come on the station you're tuned to?

Base: All people.

PROGRAM PREFERENCE
of News Listeners

When you're interested in getting the news, do you prefer a 5-minute or 15-minute news program?



Base: People who tune in specifically to hear the news.

To demonstrate how this radio news preference works in practice, Advertest Research Inc. conducted a special study of news listening during the recent New York City subway strike.** It shows that more people turned to radio for information about the strike than to any other medium. And that...

WOR WAS THE CHOICE OF 37% MORE PEOPLE THAN THE NEXT STATION.

*Special study, September 1957. **Special study, December 14 & 15, 1957.

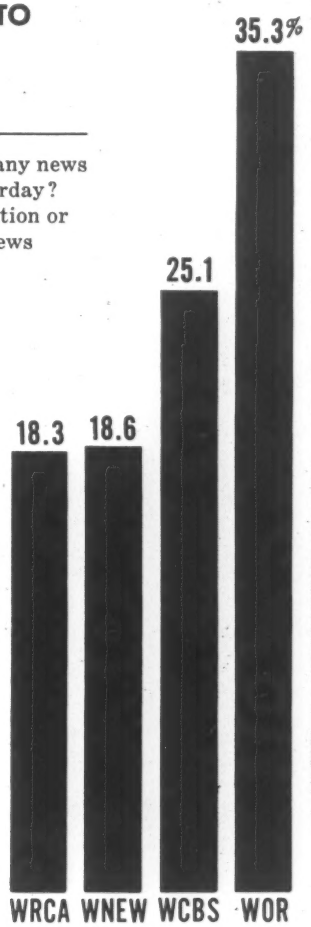
There are two types of news audiences. One is the audience of "one-eared" listeners who use radio for background—they do little selective tuning and give news no more attention than they give music.

The other—the real news audience—are the "two-eared" listeners who tune specifically for news. Because these listeners give news the attention it requires, they are equally attentive to the advertiser's message.

With this in mind, Pulse did a nose count of the "two-eared" news listeners who reflect the true popularity and effectiveness of a station's news programming.*

STATIONS LISTENED TO
for the News
on Average Day

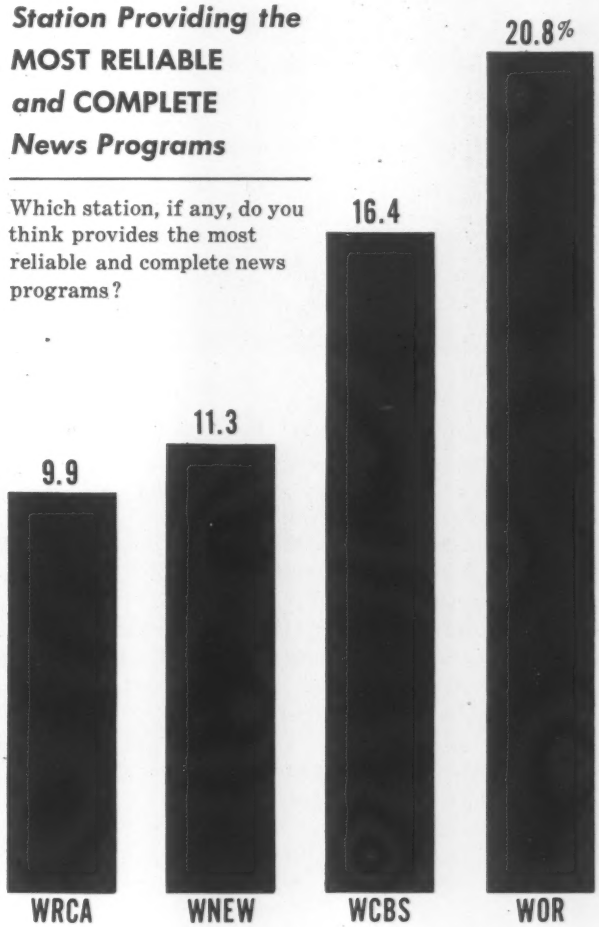
Did you happen to listen to any news programs on the radio yesterday? *(If 'Yes')* On what radio station or stations did you hear the news yesterday?



Base: People who tune in specifically to hear the news.

Station Providing the
MOST RELIABLE
***and* COMPLETE**
News Programs

Which station, if any, do you think provides the most reliable and complete news programs?



Base: People who tune in specifically to hear the news.

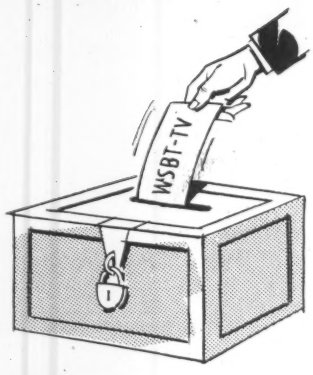
These surveys reveal that news listeners have "two ears and a nose for news" and a hand that tunes to

WOR AMERICA's NUMBER 1 STATION FOR NEWS
RADIO 710 RKO

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION

PRIMARY COVERAGE—
650,000 TV VIEWERS IN
PROSPEROUS MICHIANA*

WSBT-TV WINS BY A LANDSLIDE!



You can reach only one conclusion when you study A.R.B., Pulse, Hooper and other rating reports: People here have an overwhelming preference for WSBT-TV! No other area station comes close to WSBT-TV in the number of top-rated shows carried. Chicago and Michigan stations aren't even in the running.

There's more to this market than meets the eye. The 14 counties in WSBT-TV's primary coverage area account for annual sales of $974,611,000—.5063% of the Nation's total!

Ask your Raymer man for the details or write to this station.

**14 counties in Northern Indiana and Southern Michigan. Set count, 180,570—3.6 persons per family.*

WSBT-TV SOUTH BEND, IND. CHANNEL 22

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

UPCOMING

March 14-15: West Virginia Broadcasters Assn., Charleston.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

March 19-21: Electronic Industries Assn., spring conference, Statler Hotel, Washington.

March 28-30: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

March 31-April 2: American Institute of Electrical Engineers, Southwest District Meeting, Mayo Hotel, Tulsa.

April

April 1: American Society of Composers, Authors & Publishers, 44th annual membership dinner, Waldorf-Astoria, New York.

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Conference on Enlightened Public Opinion, Boston U.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 16: UP Broadcasters of New Hampshire, Concord.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Tv and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 27-May 1: NAB 36th annual convention, **Statler and Biltmore Hotels, Los Angeles.**

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Tv Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 9: Radio-Tv Guild Industry conferences and banquet, San Francisco State College, San Francisco.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 8-11: Advertising Federation of America, annual convention, Dallas.

June 9-11: Spring meeting, Assn. of National Advertisers, Drake Hotel, Chicago.

immediately available... 82 half-hour suspense dramas

starring

RALPH BELLAMY

FOLLOW THAT MAN

FOLLOW THAT MAN on the CBS TV Network scored a smash **32.2** average Nielsen and a 53% share of audience for a full year. Audience composition: 46% women, 36% men, 18% children. Network-sponsored by CAMEL 3 straight years. 82 half hours on film are immediately available to regional and local advertisers.

ALREADY SOLD TO WCBS-TV AND TO STORER STATIONS—BOTH ACROSS THE BOARD FOR DAYTIME STRIPPING!

BE GREAT IN '58 WITH... mca tv FILM SYNDICATION

598 Madison Avenue,
New York 22, N. Y., PLaza 9-7500
and principal cities everywhere

NEXT SUNDAY, MARCH 16, Channel 4 in St. Louis becomes *CBS Owned KMOX-TV**... bringing new viewing pleasure to more than 775,000 television families in Mid-America: the CBS Television Network roster of entertainment, news and information programs...*plus* the great feature films of MGM, Warner Brothers, Columbia and 20th Century-Fox...*plus* local shows patterned to local tastes and designed to enable KMOX-TV to play an ever-larger role in the public affairs of the St. Louis community.

KMO

Without the "TV," these call letters have meant fine radio for the past 33 years. Now, with "TV" added, they mark the beginning of a new and exciting era of great television service for Mid-America.

**Formerly KWK-TV.*

The new
KMOX-TV
Channel 4
St. Louis
CBS Owned
Represented by
CBS Television
Spot Sales

THE HIGHEST

tower in the South

(5th highest in the world is at Augusta, Ga.

1,292 feet tall
1,375 feet above average terrain
1,677 feet above sea level

serves . . .
1½ million people

covers . . .
more of S. C. than any So. Carolina station, PLUS . . .
more of Ga. than any station outside of Atlanta.

maximum power . . .
100,000 watts
low band VHF

NBC & ABC networks

WJBF CHANNEL 6
AUGUSTA
Represented by Hollingbery

Perspective '58

EDITOR:

I thought your Feb. 24 issue a most extraordinary one. Certainly it was the most impressive in my memory. And my memory goes back to issue Number One.

I've meant to tell you on one celebration occasion or another that I believe I've read BROADCASTING more consistently over more years than any other single publication of any kind. It has meant much to me and I thank you for it.

Howard S. Meighan
V. P., West Coast Services
CBS Television
Hollywood

EDITOR:

The Feb. 24 issue of BROADCASTING is one of your greatest. It is full of optimistic, helpful information—perfectly timed.

Ben Strouse
President
WWDC-AM-FM Washington

Educational Supplement

EDITOR:

Please send me three additional copies of your reprint entitled "Selling Ourselves Out of a Slump."

I think you are doing a wonderful job in making this article available to management.

Iz Zam
President
Zam & Kirshner Inc.
New York

EDITOR:

Will you kindly send me 15 copies of the article, "Selling Ourselves Out of a Slump," which appeared in your Feb. 24 issue."

William E. Johns
Account Executive
William Esty & Co.
New York

[EDITOR'S NOTE: "Selling Ourselves Out of a Slump" was one of many features in BROADCASTING's special Feb. 24 issue, "Perspective '58."]

Wrong Bookkeeper

EDITOR:

CONGRATULATIONS ON EXCELLENT COVERAGE FREY REPORT AND FOR ALERTNESS IN SECURING TIMELY INTERVIEW [FREY REPORT, MARCH 3; LEAD STORY, FEB. 24]. HAVE GIVEN AGENCY COMMISSION SUBJECT THOROUGH STUDY DURING PAST YEAR AND HAVE COME TO CONCLUSION THAT SOUNDEST STEP FOR THE ADVERTISING BUSINESS IS FOR MEDIA, WHO PAY COMMISSIONS, TO ANNOUNCE THAT EFFECTIVE CERTAIN DATE THEY WILL NO LONGER PAY AGENCY COMMISSIONS. THIS DOES NOT STOP AGENCY FROM CHARGING 15% OR MORE FOR THEIR SERVICES. AGENCY IS ENGAGED BY ADVERTISER NOT BY MEDIA. TOO MANY BAD PRACTICES HAVE CREPT INTO AGENCY COMPENSATION AND ADHERENCE TO PRESENT MISUSED SYSTEM WILL NOT SOLVE PROBLEMS.

CANNOT AGREE THAT REBATING IS RIGHT.

EDGAR KOBAK
NEW YORK

Putting Income in Focus

EDITOR:

Your coverage of Canadian broadcasting is often above average, but your story, "'56 Canada Finances Revealed" [INTERNATIONAL, Feb. 17] is badly handled and may give many readers a completely erroneous picture of the true situation here.

Instead of coming out of the year almost even or at a profit, as your story implies, government radio and television cost Canada somewhere around $40 million. . . .

Walter A. Dales
Winnipeg, Man.

[EDITOR'S NOTE: BROADCASTING'S story indeed did not break down the Dominion Bureau of Statistics' CBC gross income figures to show that $12,586,840 of the CBC radio gross income was in the form of government grants and that $24,586,189 of the CBC television gross income figure represented government grants.]

Transitory Illusion

EDITOR:

We should like to thank Bob Fleming of WCKY for his congratulatory letter on WABC-TV's *Roller Derby Party* [OPEN MIKE, March 3]. However, we state categorically that the winning team received bottles of scotch whiskey and not transistor radios, despite his impressions. A television station would hardly give radios as gifts to agency timebuyers.

Larry Eisenberg
Publicity Director
WABC-TV New York

Week Lag

EDITOR:

I believe your Sindlinger "Activity" box on page 36, Feb. 24 issue, is in error with regard to week of data reported. You list "Feb. 2-8" which probably should be Feb. 9-15.

C. E. Anderson
Media Research
Campbell-Mithun Inc.

[EDITOR'S NOTE: The incorrect dates resulted from a clerical error. It should have read "Feb. 9-15."]

Aid to Education

EDITOR:

Check enclosed for 15 4-month subscriptions.

Clinton W. Bradford
Associate Professor of Speech
Louisiana State University
Baton Rouge 3, La.

EDITOR:

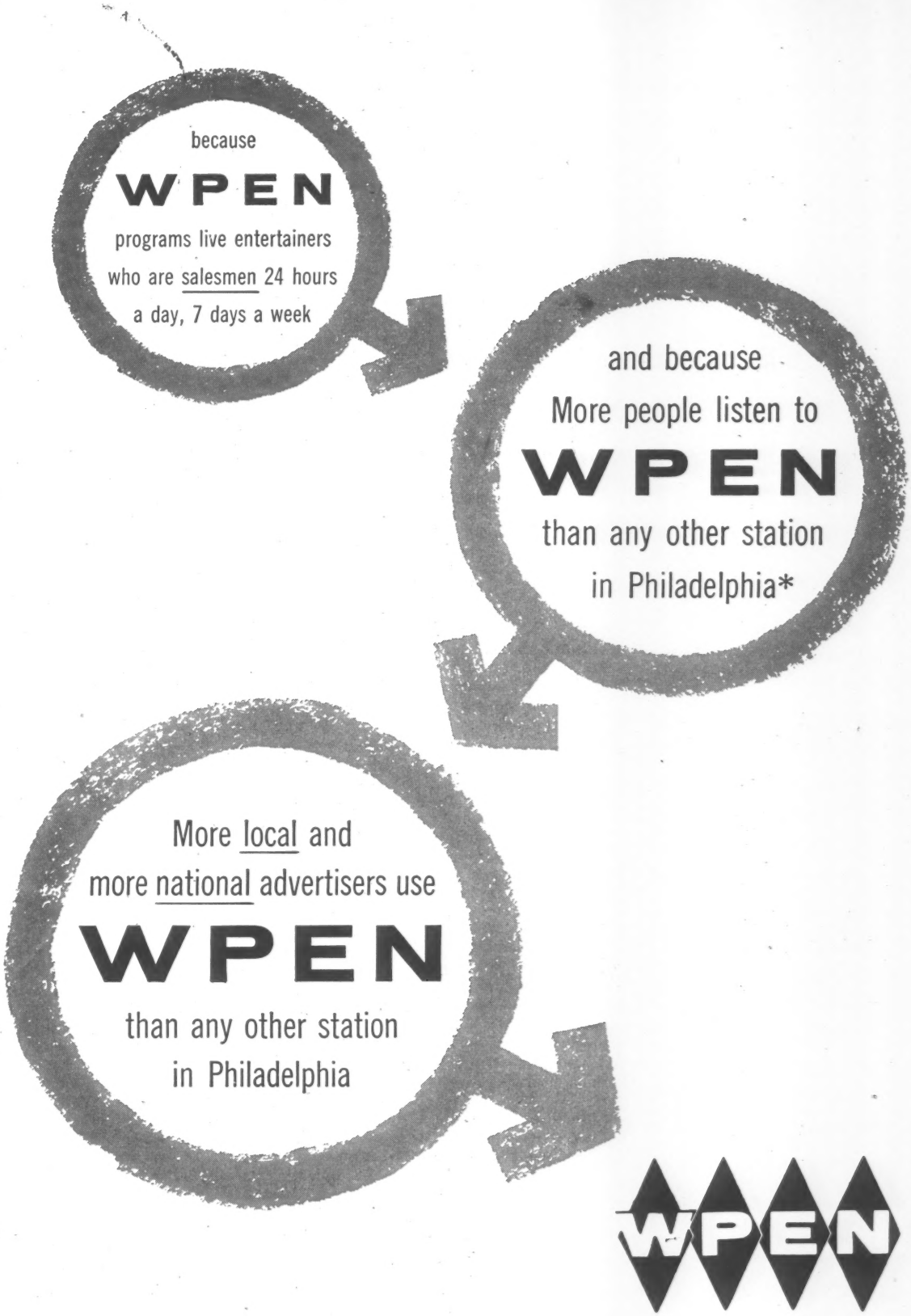
P. O. PR 3638 for 100 3-month subscriptions.

Dr. David R. Mackey
School of Public Relations
Boston University
Boston 15, Mass.

EDITOR:

Please send me another three-month bulk subscription of 20 copies starting with Feb. 24 issue.

F. Virginia Howe
Associate Professor
Radio/Tv Section
Kansas State College
Manhattan, Kans.



*Pulse: March-December, Monday thru Saturday

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

PROFILE OF YOUR KBIG AUDIENCE

61% Adult Women | 30% Adult Men | 4½% Teens | 4½% Children

MATURE . . .
MALE & FEMALE . . .
COMFORTABLY WELL OFF

THAT'S A QUICK PROFILE of the audience which rides the 740 spot of the Southern California radio dial, as analyzed in a new qualitative study by The Pulse, Inc.

FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an *adult, able-to-buy* audience for KBIG.

RENTAL GROUPS

45% $60 and Over | 32% $50 to $59 | 14% $35 to $49 | 9% Under $35

Any KBIG or Weed man would like to show you the full picture.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Robert Bruce McConnell

IN HIS climb from position to position, Robert Bruce McConnell probably had little idea his ascent would take him close to the top of a Corinthian "column."

The column, in this instance, refers to WISH-AM-TV Indianapolis, Ind., purchased last year by J. H. Whitney & Co. and now among the properties owned by Corinthian Broadcasting Corp. Within this relatively new radio-tv entity, Mr. McConnell apparently has proved to be his own pillar of strength.

Blunt and outspoken, but a warm-hearted man to those who know him best, Bob McConnell recently demonstrated conviction in the face of what may well be called "mass hysteria." While 13 other Indiana tv stations succumbed to Hoosierland's seasonal pre-occupation with basketball, Mr. McConnell held fast with regular network (CBS) programming. Said he: "Nothing can sway me in my conviction that our primary duty in the television medium is to the viewing public." It may be added that WISH-TV forewent local revenue by not carrying the basketball finals.

Mr. McConnell ably combines conviction with experience as vice president and general manager of the Whitney Indianapolis stations (Indiana Broadcasting Corp.) and member of the Corinthian policy committee. In those capacities, Mr. McConnell operates WISH-AM-TV as relatively autonomous community entities and helps counsel on Corinthian "national" or group station policy, reporting to C. Wrede Petersmeyer, partner in J. H. Whitney & Co. and Corinthian president.

Young Bob, 36, a native of Indianapolis (born April 17, 1921), and C. Bruce McConnell represent a familiar father-and-son team in the broadcasting field. The youth attended Arsenal Technical High School and majored in business administration at Indiana U. 1937-41. He joined WISH when it was being constructed and served in engineering, continuity and sales capacities. The station went on the air July 29, 1941, under guidance of a group of Indiana businessmen headed by the elder McConnell.

Joining the U. S. Navy, Bob McConnell wrote and produced some 20 radio shows each week for its public relations division of the recruiting service over a 3½-year spread. (The programs were carried by as many as 50 Indiana radio stations). Rejoining WISH, Mr. McConnell entered radio sales in November 1945 and a year later was appointed vice president and general manager. He also served as vice president of WHBU Anderson, Ind., which he and his father still own and operate, and of WHOT South Bend (since purchased by U. of Notre Dame).

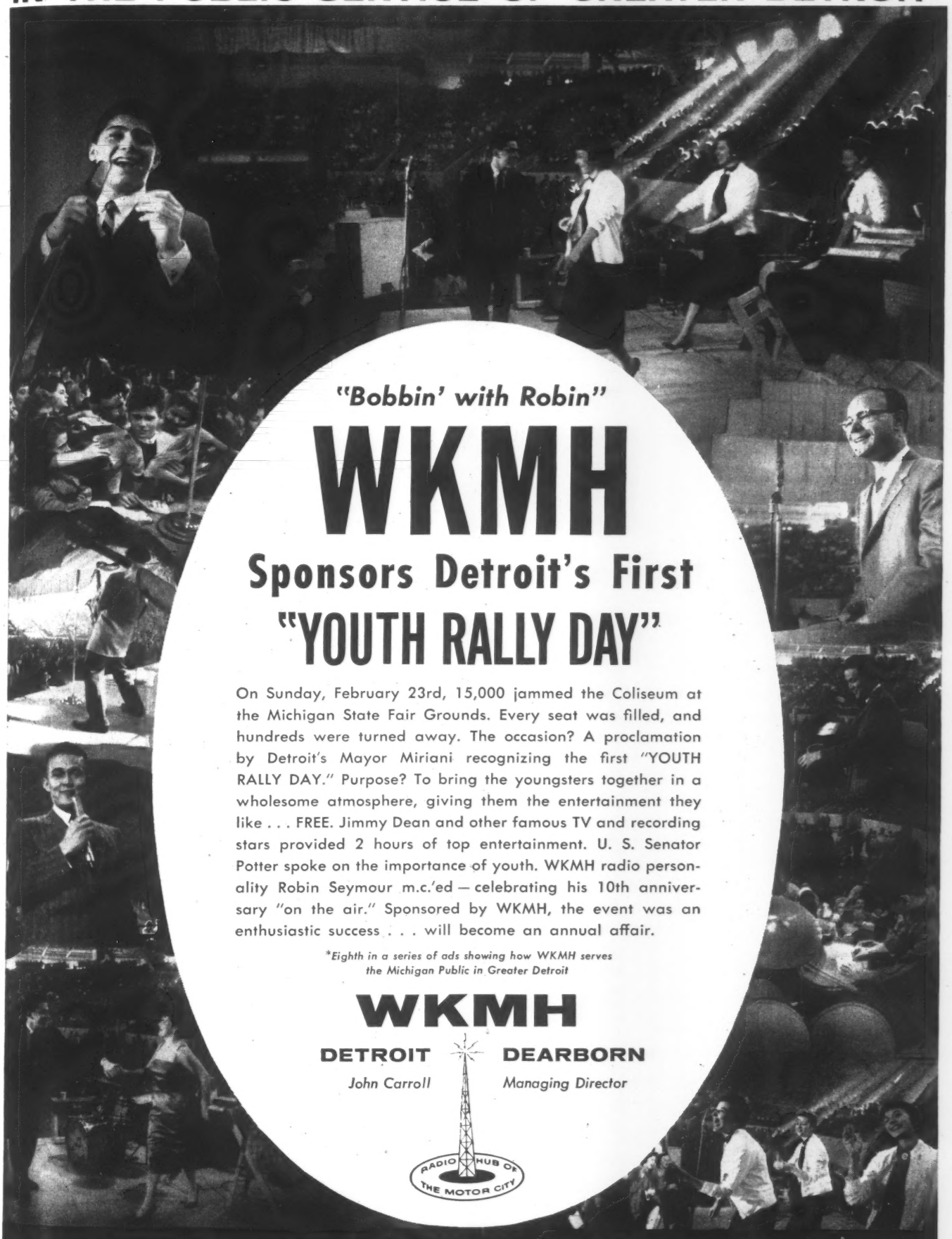
SUCCEEDING years brought several corporate changes, with WANE Fort Wayne joining the WISH family and Mr. McConnell being appointed vice president. Later, when WISH was sold, he resigned and continued direction of WHOT, WHBU and WANE. He returned to WISH as manager in January 1951 and has been vice president and general manager ever since. Mr. McConnell was instrumental in getting WISH-TV on the air (ch. 8) July 1, 1954, within months of FCC approval and his duties were broadened to include the tv operation. Last year the Whitney interests purchased WISH-AM-TV from a group headed by C. Bruce McConnell (Universal Broadcasting Co.) and later set up Corinthian, also comprising WANE-AM-TV Fort Wayne, KGUL-TV Galveston and KOTV (TV) Tulsa.

Photography being a major hobby with Mr. McConnell, it's only natural this interest would carry over to WISH-TV. The station claims to be the first in Indianapolis with a complete processing lab for a five-man, "24 hours per day" news film department. Mr. McConnell points out Indianapolis is "one of the most news-conscious cities in the country" and, accordingly, is covered thoroughly by WISH-TV with motion picture cameras. Mr. McConnell's modest observation that his hobby has suffered because of business pressures is not shared by staffers. One returned recently from a routine contract-signing chore with "the boss" and reported his amazement ("he knew more about that 'graphic' than I did").

Proof that father and son are well-known in industry came at the annual BMI dinner in 1954 when both Bob and C. Bruce McConnell were introduced as the only such family team ever to serve on the NARTB (now NAB) board—the son from 1954-1956 and the father 1946-48, both as Eighth District directors. After completing his NARTB tenure, young Mr. McConnell was elected to the Indiana Broadcasters Assn. board and other industry groups.

A stickler for work, Mr. McConnell rarely leaves his desk for long. He'd like more time with his family—Mrs. McConnell, the former Frances Louise (Sally) Hollingsworth, and their daughter, Anne, 8. Mr. McConnell also is active in the American Business Club of Indianapolis (of which he is president), the local advertising club, Junto Club of Indianapolis and Scottish Rite (Mason).

IN THE PUBLIC SERVICE OF GREATER DETROIT*



"Bobbin' with Robin"

WKMH

Sponsors Detroit's First "YOUTH RALLY DAY"

On Sunday, February 23rd, 15,000 jammed the Coliseum at the Michigan State Fair Grounds. Every seat was filled, and hundreds were turned away. The occasion? A proclamation by Detroit's Mayor Miriani recognizing the first "YOUTH RALLY DAY." Purpose? To bring the youngsters together in a wholesome atmosphere, giving them the entertainment they like . . . FREE. Jimmy Dean and other famous TV and recording stars provided 2 hours of top entertainment. U. S. Senator Potter spoke on the importance of youth. WKMH radio personality Robin Seymour m.c.'ed — celebrating his 10th anniversary "on the air." Sponsored by WKMH, the event was an enthusiastic success . . . will become an annual affair.

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TRAFFIC WATCH • WKY Oklahoma City introduced its new traffic warning service, "Traffic Watch," in a campaign which reportedly cut the state highway accident toll in half the weekend of Feb. 21-23. The plan was presented to the governor's Statewide Safety Conference in January by WKY newsman Bob Flournoy. The Governor's Committee accepted the offer and the Highway Patrol was authorized to cooperate. The Oklahoma Broadcasters Assn. also joined the campaign.

The service consisted of a series of two-minute broadcasts scheduled at 15-minute intervals. Cut-ins, originated by WKY and KVOO Tulsa, and picked up off-the-air by 45 stations, came from patrol officers, patrol planes and radar units, two-way mobile units and telephone recordings. The broadcasts also featured reports from hospitals and accident scenes. Plans are underway to repeat the warning service during the Memorial Day weekend.

HEART TALKS • WDZ Decatur, Ill., presented a series of programs about heart disease during February in cooperation with the Macon County Heart Assn. to promote public interest in Heart Month. The programs included trips to special schools by child victims of rheumatic fever where the children related their own experiences with their care and treatment. Decatur doctors were interviewed as was an entire family that had been stricken by heart disease. A local businessman donated a new three-speed phonograph and 30 albums of children's records to one school group after hearing their problems during the series.

BE IT RESOLVED • The Maryland Senate passed a resolution Feb. 20 commending the broadcasting industry of Maryland for its "helpfulness and usefulness" to the citizenry during the emergency situation created by the blizzard of Feb. 15.

HEARTBEAT • WHAS-TV Louisville televised a special hour-long program Feb. 16 titled *Heartbeat* in cooperation with the Louisville Heart Assn. Five local heart specialists answered telephoned questions from viewers on the subject of heart disease. The question-and-answer session followed an introductory filmed section which gave facts on strokes, coronary disease, blood pressure and surgery.

WORLD UNDERSTANDING • The public affairs department of KVOS-TV Bellingham, Wash., in cooperation with Lions International, has been presenting two weekend programs designed to convey to the people of the Northwest specific information for broader understanding of the people in other countries. *Around the World High School Press Conference* is presented Saturdays at 4:30 p.m. A panel of high school seniors questions a foreign student who attends one of the area colleges or universities. The outstanding high school tv journalist developed during this series will receive a free trip around the world. On Sunday at 5 p.m. the same foreign student introduces and comments upon films about his homeland in the program, *The World and the Peace Arch Country*. (Peace Arch is the station's designation for the geographical area surrounding Bellingham.)

NEW INDUSTRY FUND • A community drive to raise a loan for an industry locating at Brookfield, Mo., was helped by KGHM there in a promotion from the city's high school Feb. 3. With the assistance of the Junior Chamber of Commerce and local Lions Club, the fund reportedly rose from $45,000 to more than $50,000 between 1-5:30 p.m. The money, to go toward training Brookfield workers for the new industry, was raised during a continuous show featuring local musicians at the high school.

FOR FLUORIDATION • WMCA New York is broadcasting an editorial campaign in behalf of fluoridation of the New York City water supply with a group of 90-second editorials heard on a saturation basis at approximately two-hour intervals. Each announcement, clearly labeled as a WMCA editorial, contains a beep phone interview with an expert on fluoridation and urges listeners to write members of the Board of Estimates demanding immediate fluoridation.

BROADCASTING
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It's the care we give the "inner tube" that adds the extra hours

The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

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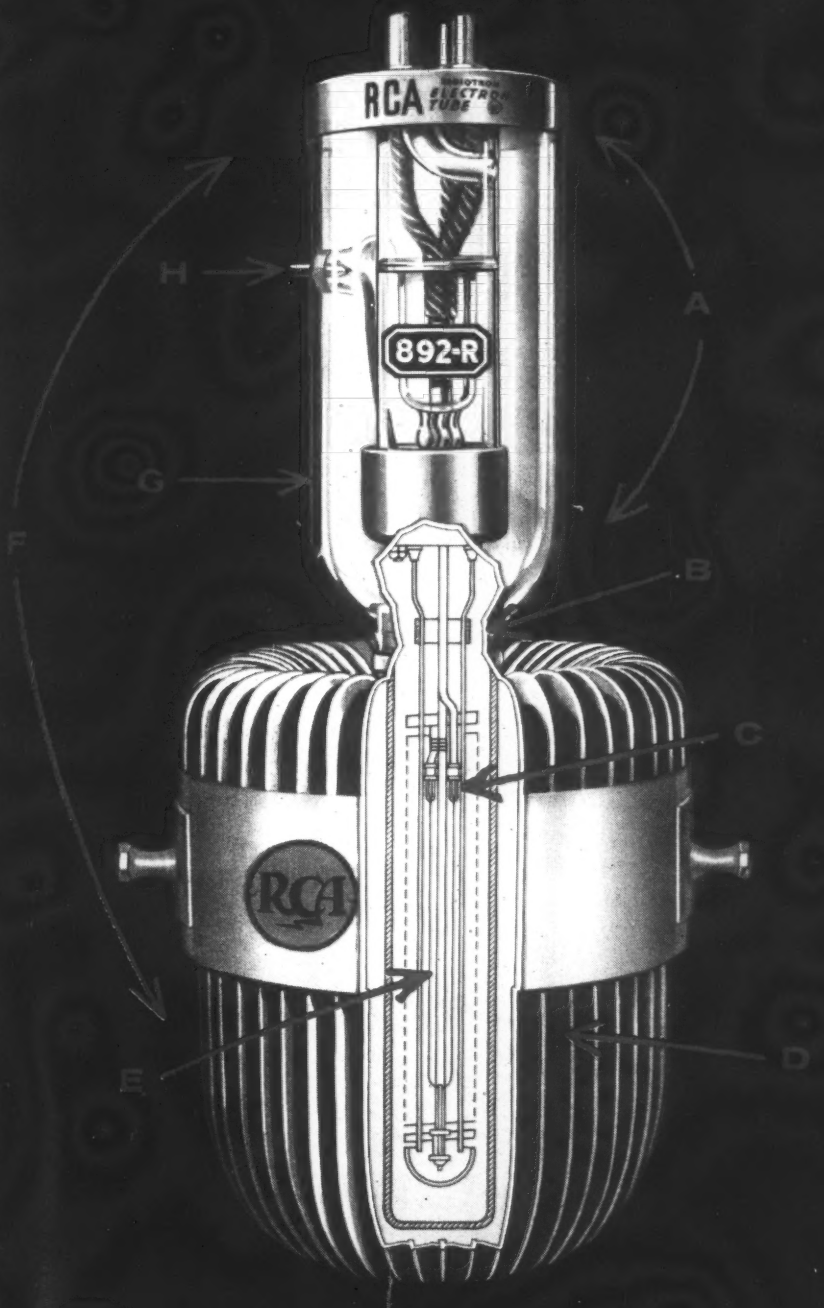

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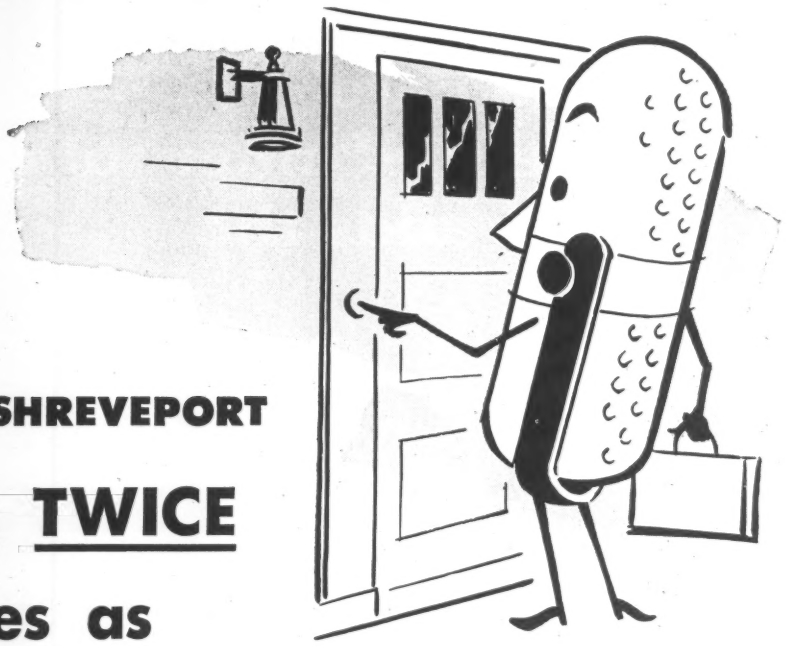

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KWKH's 140 counties have 727,530 radio homes. That's more people than live in St. Louis or Washington! There are few, if any other such lucrative markets in the entire country where one station so dominates its home county as well as the surrounding area.

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This KWKH coverage map show *nearby* counties with weekly audience of 10% or more of *total homes*. Nielsen actually credits KWKH with measurable audiences in 66 counties not shown here — counties as far distant as Luna County, New Mexico. In 47 of these additional counties, KWKH has coverage of 10% or more of the homes!

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 10 **MARCH 10, 1958**

BARROW REPORT UNDER BOMBARDMENT

- **Tv networks mass their biggest guns to break up FCC attack**
- **They're protecting option time, must buy, station holdings**

Network heavy artillery opened up on the Barrow Report last week and continued pounding all week long.

The week's barrage saw ABC and CBS top echelons manning the caissons.

The heaviest fire was directed at the report's recommendations that option time be eliminated or diluted and at the suggestion that multiple owners be divested of all but three stations in the top 25 markets.

It was uncertain, at week's end, how the network testimony impressed the six FCC commissioners.

Their questions indicated that the Network Study staff's opinions on option time and multiple ownership were not being dismissed out of hand.

On the other hand, the prolonged and persuasively knowledgeable testimony of CBS President Frank Stanton visibly impressed them.

The hearing continues this week, with Richard Salant, CBS vice president, the CBS anchor man. He will be followed by the NBC contingent, headed by NBC President Robert W. Sarnoff.

The week-long hearings heard, in addition to Mr. Stanton, ABC executives Leonard H. Goldenson, Oliver Treyz, Alfred Beckman and Selig Seligman, and CBS economist Dr. David M. Blank and CBS Station Relations Vice President William Lodge.

The basic ABC position was that the allocations picture was more to blame for purported restraint or monopoly than network practices.

Mr. Goldenson strongly urged further deintermixture to squeeze more vhf channels into some of the two-vhf-station markets—through reduction on mileage factors and the use of directional antennas.

The divestiture of any of its presently-owned five vhf stations, Mr. Goldenson said flatly, would so cripple ABC financially that it might eliminate it as a network. He also defended option time as a necessity.

A basic CBS approach was a direct attack on the premises of the Barrow Report. If practices are not harmful, Dr. Stanton said, why change them? He also said that parts of the report indicated "tinkering for the sake of tinkering."

Dr. Stanton told the commissioners that the prohibition of option time—by which station affiliates give their networks first call on certain hours of segments of the day—would abolish tv networks as they are today. "You will have changed the character of broadcasting," Dr. Stanton added.

He also opposed the recommendations that multiple owners be limited to three stations in the top 25 markets. But, he answered in response to a question, maybe two out of the three networks could weather the loss of owned and operated stations.

Three significant approaches seemed to be in the minds of commissioners and staff. Their questions indicated an interest in:

- Exempting from network time 30 minutes or one hour of prime, Class A evening time so a station may use the time for local programming or national spot programs.
- A cutback on station ownership.
- A formula for judging a fair financial return to the network—either on investment or on operating costs.

This last was broached by Chairman Doerfer, who asked Mr. Stanton for his views on what kind of a guide might be used for this purpose.

It is conceivable, of course, that the commissioners and their counsel were inviting responses to report recommendations in order to get all pertinent views in the record.

The hearing was held before an audience of network and station executives and local legal representatives in Hearing Room B of the Interstate Commerce Commission.

Testimony and cross examination of witnesses follow:

THE EMPTY CHAIR

RICHARD A. MACK was still a member of the FCC when the Commission began hearings on the Barrow Report last Monday, but he was conspicuously missing from the opening session. Next day his chair became officially empty when he resigned. Shown here at the start of the network proceedings are (l to r): Comrs. T. A. M. Craven, Robert E. Lee, Rosel H. Hyde, Chairman John C. Doerfer, Robert T. Bartley and, to the right of the vacant chair, Frederick W. Ford.

FULL REPORT OF HOW THE CHAIR WAS EMPTIED page 64.

WITNESS: Leonard H. Goldenson

A plea for shoe-horning more v's into tv system

Leonard H. Goldenson, president of ABC's parent, American Broadcasting-Paramount Theatres, testified that the "root of the problems cited by the report is the shortage of competitive facilities."

"Allocation, not regulation, is the answer," he said.

Mr. Goldenson said that if ABC had to give up two of its five vhf stations it would be crippled and would be eliminated as a competitive network.

One of the Barrow Report recommendations is that no multiple owner be permitted to own more than three vhf tv outlets among the top 25 markets.

The success of the present system of television "is the best reason why drastic changes are both unnecessary and dangerous," Mr. Goldenson said. "We should not lose sight of these facts in considering proposals for fundamental changes in the industry practices. . . ."

Mr. Goldenson said that the underlying approach taken by the Barrow Report was that of detailed government control over the day-by-day operations of networks, stations and advertisers.

Good programming is not enough to make a network successful, the AB-PT president stated. No matter how good a network's programs, they can be less successful than the opposition's if the opposition can offer better circulation to advertisers, he declared.

In discussing the need for a competitive position in the top 100 markets, Mr. Goldenson referred to the situation in such words as "the present economy of artificial scarcity."

If the principal proposals recommended by the Barrow Report are adopted, Mr. Goldenson said, the quality of the service to the public would not increase "but on the contrary [the proposals] could well destroy the very system they are designed to improve."

In 1956, ABC's live clearance in 31 two-station markets was 11%—compared with 97% by CBS, he related.

The first step in solving this problem, Mr. Goldenson said, is to institute rule-making looking toward allocating a third vhf channel in each of the markets now served by only two vhfs. This can be done by moving vhf channels, or modifying the mileage separation rules. This should be done on a case-by-case basis, he said. And it must be done soon; the FCC cannot wait for the Television Allocations Study Organization report the end of this year, he said.

"The essential issue is not a maximum service area for a given licensee," Mr. Goldenson said, "but rather maximum competitive service to the maximum number of people."

The AB-PT president also commended the Commission for authorizing the use of a directional antenna in the New Orleans experimental ch. 12 test.

Mr. Goldenson spoke out against any change in the present multiple ownership rules. "The business of networking is a hazardous one," he said, "involving the commitment of vast sums of money on what amounts to a speculation in the public taste."

It also involves large expenses for public service programming, Mr. Goldenson added, and without the revenue from owned and operated stations, networks could not make long-range commitments for either programs or facilities.

Mr. Goldenson said that in 1957, 92% of ABC's income was from its owned stations—compared to 73.9% in 1956 and 91.8% in 1955.

He also reported that ABC operated at a profit in 1956 and 1957, but the 1957 profit was less than 1956. ABC lost money each year to 1955.

The AB-PT president asked the Commission to defer any radical changes in network practices until tv has had more experience operating in less favorable economic times, and with all three networks operating competitively in all markets.

The AB-PT president related that ABC's agreement with Walt Disney for *Disneyland* involved a $35 million commitment for seven years. Such a commitment could never have been made, Mr. Goldenson pointed out, without assurances of clearances on a basic number of outlets. Not only does this assurance require the continuance of option time, he said, but if the Disney program had flopped, the owned stations' income would have offset this loss—a factor to be considered in opposition to the Barrow Report recommendation that the multiple ownership rules be changed.

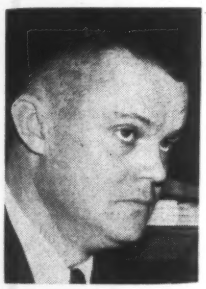
Comr. Ford asked Mr. Goldenson why ABC was partial to continuance of option time, since its elimination would put ABC on a par with the other networks vying for station clearances in two-station cities. Mr. Goldenson replied that basic numbers of stations must be assured for an advertiser—and also when a network makes large investments in programs, like a film library.

Comr. Lee asked if the ABC radio network (ABN) was in the red and what was the position of owned stations in radio. Mr. Goldenson said that the radio network was operating at a deficit but that the losses were overcome by income from owned stations. Mr. Lee also suggested the need for radio networks as part of the national defense picture.

In answer to a question from Chairman Doerfer regarding the "speculative" nature of networking, Mr. Goldenson told how ABC borrowed $65 million from Metropolitan Life Insurance Co. and five banks—which would not have loaned the money without real estate as collateral. Mr. Goldenson said tv was as speculative as the movie industry.

The AB-PT president emphasized that ABC has not "contributed one dime" to the parent company's record of dividend payments to stockholders.

When asked why ABC had not acquired two uhf stations, in addition to its maximum five vhf outlets, Mr. Goldenson said that the network's basic policy is to become competitive with NBC and CBS. After that, he stated, it will be interested in acquiring two uhf stations.



WITNESS: Oliver Treyz

Guarantee of circulation depends on option time

Oliver Treyz, president of ABC-TV, lashed out at the proposed ban on option time and also the Barrow Report recommendation that networks be regulated directly by the FCC.

Option time is required, Mr. Treyz declared, because tv is in active competition with other advertising media.

"To be competitive with these media," Mr. Treyz stated, "we must be able to offer a national advertiser the circulation he needs."

He added: "Option time gives [the advertiser] the assurance that the network can deliver what he needs in the markets where the network has a primary affiliate. . . ."

Option time also helps an advertiser amortize his program investment, Mr. Treyz pointed out. He used ABC's *Ozzie & Harriet* as an example. The program costs $45,000 for a half-hour. It reaches more than 11 million homes. If it were seen by only 5.5 million homes, the cost per thousand homes would be 50%-60% higher, meaning it would have to be dropped from tv.

There are other assets from option time,

Mr. Treyz recounted. Option time assures that a program is carried simultaneously in a large number of markets at the same time, in the same position in the overall network schedule.

Mr. Treyz also said that ABC was committing $2.5 million in a new program to follow *Maverick*.

The ABC-TV chief stressed that advertisers would be unwilling to make the large commitments necessary in tv (average half-hour program running 52 weeks costs sponsor $5 million) without the assurance that only option time can give.

In addition, Mr. Treyz said, option time is important to affiliates too. There is "substantial unanimity" among network affiliates in favor of the continuance of option time, Mr. Treyz said. Option time, Mr. Treyz explained, insures affiliates of getting programs of a quality not possible otherwise. "This directly affects the financial success of the affiliated station and the service which it is able to render to the public," he said.

Station management still retains the right to refuse programs or pre-empt the time, Mr. Treyz emphasized. He said ABC's Cleveland affiliate recently pre-empted 90 minutes of the network's Monday night schedule in order to carry the Cleveland Symphony Orchestra. On March 22, Mr. Treyz explained, the ABC-owned WBKB (TV) Chicago will pre-empt the network schedule for the entire day to carry the high school basketball championship games.

The ABC-TV president stressed that the present three-hour option period in prime evening hours is the "absolute minimum" necessary to support the network structure.

ABC-TV has 195 affiliates at present, Mr. Treyz said. Of these 84 are primary ABC affiliates; the other 111 are basic NBC and CBS affiliates. If all 84 ABC affiliates clear for a program, the ABC network can reach 83% of the U.S. television homes—compared with 96% for CBS and 95% for NBC.

Mr. Treyz urged the Commission to defer action on option time until it has had an opportunity to study the "interplay of competitive forces in a fully implemented competitive television system."

Mr. Treyz also spoke out against direct regulation of networks. This would lead to regulation of network programming.

ABC does not have a must-buy policy nor does it represent its own or other stations—as do CBS and NBC, Mr. Treyz declared.

He agreed in answer to questions that this has not "hindered" ABC in its operations.

Two questions were propounded by Herbert M. Schulkind, co-counsel for FCC: (1) How many stations carry a network program only because of option time? If option time were abolished, would they carry it? And (2) how could the rules of the FCC apply against networks if a fourth network were to appear, not owning any stations? The present Chain Broadcast Rules apply to networks through stations; regulations apply to stations and indirectly to networks. MBS, for example, owns no stations.

In response to these questions, Mr. Treyz said that without option time there would be an erosion of networks; it is ABC's experience that the lineup of stations changes as programs change. He also stated that without option time, a certain number of stations would pull away from the network, and that this "gap" would become larger and larger until soon the network had no base for selling advertisers. This would destroy the network, he stated. At another point Mr. Treyz said that a few stations, amounting to 3% of the tv homes, could cause the cancellation of a program.

WITNESS:
Alfred Beckman

Alfred R. Beckman, ABC vice president in charge of station relations, described the formulae ABC used in affiliating, and in computing rates.

He made no bones about the fact that ABC would prefer to affiliate with a vhf station than a uhf station.

Commenting on the Barrow Report recommendations that affiliate contracts, rate formulae, and payments be made public, Mr. Beckman asked that the standards be broad enough and general enough to afford latitude for business negotiations. ABC objects in principle to making its affiliate contracts public, he said, although it would not result in any economic injury to the network—except in those markets where ABC has had to arrange "premium" compensation (mostly where there is a shortage of comparable facilities).

He added:

"If the Commission decides to make the affiliation agreements public, it should make clear that its action in doing so is not a step in the direction of supervising or regulating the compensation arrangements of these agreements."

Mr. Beckman stated:

"It is an unfortunate fact that regulation in and of itself inevitably breeds further regulation, and regulation such as has been proposed with respect to the filing of rate-making criteria, compensation arrangements and affiliation criteria would be, we believe, merely the first step in the institution of common carrier or public utility type regulation."

In answer to several other Barrow Report recommendations, Mr. Beckman said that: (1) ABC has tried to make programs available to non-ordered affiliates on a sustaining basis, although there are problems; (2) ABC is not in favor of the suggestion that programs be made available to smaller stations overlapped by larger city affiliates; (3) ABC is not opposed to the requirement that networks place programs on non-affiliated station if desired by sponsors and the regular affiliate fails to clear (the network asks, however, that some provision be made for recapturing the program when ABC secures its own affiliate in the market); (4) the right of first call would be worthless if option time is abolished.

Mr. Beckman acknowledged that an affiliate's spot rate was related to the network rate, but only because they were both based on similar criteria (population, rank of market, competition, station standing with audience, etc.). He said that ABC would have no objection to a rule forbidding networks to pressure affiliates into setting spot rates in line with what the network feels is proper.

ABC has no must-buy policy, Mr. Beckman said, because it doesn't feel advertisers should be forced to take markets they don't want or can't use. [ABC uses a "minimum" expenditure criteria for network advertisers.]

He also acknowledged that station clearance requests usually are sent to stations on less than 56 days notice. The present Chain Broadcast Rules require at least 56 days notice of network's plan to exercise option time.

WITNESS:
Selig Seligman

The last ABC witness, Selig J. Seligman, vice president-general manager of ABC-owned KABC-TV Los Angeles, appeared Tuesday morning. His point of view was that network ownership of stations enhanced rather than detracted from the rendering of high quality local service.

He said that ABC's policy was to give local managers virtual autonomy in running their stations. Mr. Seligman told of a number of instances where KABC-TV cancelled network programs in order to offer local programs. He also said that owned and operated stations serve as "major testing grounds and laboratories" for program ideas and talent. The converse is also true, he said: the resources of the network are available to an o&o station, which helps make the station better. He described KABC-TV's operation in the fields of live programming news and special events and education and public service.

Mr. Seligman emphasized that KABC-TV is operated like an affiliate and that he has much the same responsibility as any ordinary affiliate's general manager.

CONTINUED *next page*

WITNESS: Frank Stanton

An utter failure to understand problems of network operation

Dr. Frank Stanton, CBS president, was the major witness of the week.

Dr. Stanton's attack was principally on what he termed "the lack of understanding" by the Network Study staff of the "complex and delicate interrelationships among the demands of the public, the needs of the stations and the requirements of advertisers—and between the artistry of creative skills and the force of economics."

As a result, the CBS president said, many of the report's conclusions "arise from the shadows of speculation." Most of its recommendations are not supported by logic or fact, Dr. Stanton said.

"It is my conviction," Dr. Stanton said, "that the recommendations of the report, on the whole, threaten to arrest the healthy development of the medium and, perhaps to damage its driving force beyond repair."

Networking Made Television

A national network, the CBS president stated, aims at the national American public. It is due to networking that tv has grown to the tremendous size it has today. Networks provide a huge source of programming—live, variety, experimental, news, forum, discussion and public affairs.

In his discussion of the experiments in programming Dr. Stanton disclosed that the *Boing-Boing* color series cost the network $1,695,000 in unrecovered costs after less than half of the 26 segments were broadcast. Similarly, Dr. Stanton said that *The Seven Lively Arts* cost the network $1,395,000 in unrecovered costs, going off the air after 10 broadcasts.

Dr. Stanton said:

"The important thing is not that perhaps we did not succeed, but that we tried. For we must experiment in programming; we must go forward since it is our job to satisfy the public taste, and stay just a little ahead of that taste with new forms so that the public, if it chooses, may develop new and different tastes. We have maintained and continue to maintain a belief in the inexorable development of taste, and we plan for the future accordingly."

Network programs benefit stations Dr. Stanton declared. They attract audience for the station and for national spot and local advertisers. Networks relieve the station of the need and risk of spending large sums on the development of its own programs.

Dr. Stanton expressed his belief that network television played a "substantial" role in achieving the upsurge in the country's economy in the years 1946 to 1957.

The CBS television network comprises 191 affiliated stations in the U. S. and 46 outside the U. S., Dr. Stanton reported. CBS owns six tv stations (four vhf in New York, Chicago, Los Angeles and St. Louis, and two uhf, in Milwaukee and Hartford). CBS spends $14.7 million yearly to maintain the interconnection routes. CBS Television had 6,419 people working for it as of September 1957, of whom 3,057 were full-time. This compares to 427 full-time employes in 1949. CBS spends $44 million a year on operations.

One of the most vital network functions is news, Dr. Stanton reminded. CBS News has more than 600 correspondents in 263 cities around the world. It has bureaus in five European cities, one in the Far East and four in the U. S. The Washington bureau alone has 63 staffers. Each CBS news program may involve the services of over 800 people—615 correspondents and cameramen, 147 film crew staffers, 37 administrative officials and 16 studio staffers. In 1957, CBS news cost the network $11 million after deducting all revenues for CBS newscasts, Dr. Stanton revealed.

The CBS tv network in 1957 produced by itself and in association with independent program packagers 3,172 hours of programs, Dr. Stanton said. These did not include programs produced by others. This is nine times that of Hollywood's total feature film output, he estimated.

Conclusions Without Evidence

In his references to the Barrow Report, Dr. Stanton was vehement and ofttimes caustic. He said:

"The staff collected a mass of material from the various components in the industry. But . . . it did not correctly evaluate the effect on programming—the true measure of service to the public. . . . Many of its recommendations derive no support from the findings and conclusions in the report.

"Somewhere and somehow, the study staff lost its guide line and went astray. . . . It did not consider these facts in the light of the public service principles which it declared must guide Commission action in the broadcasting field. . . . It based many of its conclusions and recommendations on a series of assumptions which do not appear to have been checked out against the available facts."

Dr. Stanton referred to option time as the "thread which transforms 191 separate television stations into the unit known as the CBS Television Network." It is vital, Dr. Stanton said, and without it there can be no networking.

'Option time . . . permits the network to afford assurance to potential users of the network that it will have stations adequate in number and properly located to insure the desired nationwide circulation for certain periods, at least, in the morning, in the afternoon or evening," he said.

If option time were abolished, Dr. Stanton said, most affiliates would continue to want and take network programs—but here and there some would reject a network program in favor of a national spot or local program. This "checkerboarding" would throw the network out of kilter, Dr. Stanton explained, since it might be anywhere from two weeks to 52 weeks before a station's spot or local contract runs out so that the time would be available for the network program. By that time the advertiser would lose interest, he pointed out.

And, he emphasized—through the use of a 9-ft. long chart—just a few refusals to clear among the top 10, or a few more among the top 20 markets, could effectively sabotage the network sale. This is because the advertiser would lose interest in buying the network without coverage in certain key markets.

"This, then, in essence is the very real and practical danger of the dissolution of networking if the thread of option time is broken," Dr. Stanton exclaimed. "It is the very heart of networking, without which a network flies apart . . . into 191 individual entities."

This danger, he added, is accentuated during softening of the economy, such as now.

Option Is Reciprocal

He concluded his testimony on option time in these words:

"Option time is not a grant by the government or an extortion from the stations. It is the result of a voluntary relationship between networks and affiliates, freely given by the affiliates because they want the network schedule. It is the other side of the coin of first call, of which, paradoxically, the report approves as essential to networking. The affiliates get a call on our program schedule; and within limits we get a call on some of their time. It is a two-way street, built jointly and enthusiastically by the residents on both sides."

The must-buy practice is also an essential factor in networking, Dr. Stanton said. A

network is a nationwide advertising medium, Dr. Stanton emphasized, and "once we are fragmentized, we are no longer a nationwide advertising medium."

A Puffed-up Case

The report's own evidence destroys its case, Dr. Stanton pointed out. Only seven advertisers said they had to buy stations not desired; and these ranged for individual advertisers from two to four. Affiliates have all supported the must-buy provisions, he added. And the must-buy list has never been used to extract clearances from affiliates, the CBS president stated. He continued:

". . . The report has failed to find that the must-buy practice is an undue or unreasonable restraint on advertisers. . . . Failing these findings, the report imposes its own judgment as to the usefulness of the must-buy practice in network broadcasting, and as to the usefulness of suggested alternatives of which it approves. It just would prefer something different—not something different in kind but only in degree, which, in our judgment, gives us less assurance of defining accurately what we have to sell.

"The report has tinkered just for the sake of tinkering." Dr. Stanton emphasized that neither CBS nor NBC dominates the national representative business. CBS represents its own five (now six) stations plus eight non-owned affiliates. This is only 8.1% of the stations in the top 25 markets—and, Dr. Stanton added, if only the non-owned stations are counted this would be 3.9%. The report admits, Dr. Stanton recited, that this representation has had no adverse effect upon independent national representatives, but that it had the potential of doing so. This point was first made 10 years ago by the National Assn. of Radio Station Representatives, and it has not come to pass, Dr. Stanton asserted. He added that CBS has no intention of representing any additional non-owned tv stations.

Nor, Dr. Stanton emphasized, does the network's spot organization bow to the network in its competitive drive. "These stations which we represent are strong, independent and insistent on the best service. If ever they had the slightest feeling that CBS Television Spot Sales were ignoring their interests in the spot field to benefit the network, they would move in a hurry to dismiss us," Dr. Stanton declared.

Hands Off Spot Rates

The CBS president also disavowed any suggestion that the network's spot organization sets spot rates for the stations it represents.

The recommendation that multiple owners be limited to only three vhf stations in the top 25 markets would, if enacted, "gravely affect the public interest in its most vital aspect—programming," Dr. Stanton said.

Alluding again to the risks inherent in networking—the loss of "only a handful of sponsors" can change a profit into a loss, he declared—Dr. Stanton stressed that the stability of the network comes from its owned and operated stations. Although owned stations account for about 15% of the gross billings of the network, Dr. Stanton said, year in and year out, in good times and bad, they account for almost 50% of the network's profits.

In addition to the economic need for owned stations, there are other benefits, Dr. Stanton said. One of these is the greater likelihood that owned stations will clear for public affairs programs.

During the four weeks of January 1958, CBS broadcast 10 unsponsored news and public affairs programs or series weekly, he related. These programs were cleared by 85% of the owned stations, but only by 35% of the non-owned affiliates, he said.

"Any network which falls behind the other can always have a strong basis for continuing to compete vigorously as long as it has a strong station ownership," Dr. Stanton stated.

All Television Isn't Local

In response to the report's recommendations that greater weight should be given by the Commission in comparative hearing cases to local ownership and diversity of ownership, Dr. Stanton made this answer to what he called the "untested and artificial presumptions" contrary to the facts of experience and reason.

"A television station, despite the fact that its broadcast area is limited, cannot exist as a local institution to the same extent as the local, hometown newspaper. Unlike the newspaper, which has unlimited space to print, the television station has only a given number of hours during the day when people will listen. During this time, a balanced schedule of programming must be presented, not only the best we can provide in entertainment but national and international news; public affairs programming of general, not just local, interest, such as commentary on scientific developments; general educational programs for children and adults; and coverage of sports events. Just as even the local newspapers have had to turn to nationally syndicated columns and features, the television station must draw much of this program fare from outside of its own community.

"The fact is that the public will not dial to the local comic when it knows that it could be watching Jack Benny; and, more and more, there is discernible in every part of the country, a desire to hear more, to see more, to learn more, of what emanates from Washington and London and Moscow, and not just what is familiar locally. Thus, in natural course, there is room only for so much of what can properly be called local programming, such as coverage of local news, opinion and talent.

"When we think of local programming, then, it must be remembered that nowhere, practically speaking, can we think of a great part of the broadcasting day. And of increasingly greater significance, a weighing of the imponderables of a good, balanced program schedule must involve consideration of programs of general interest to every citizen in the nation and inevitably emanating from outside the local community. I am sure you would view with as much alarm a program schedule which did not take account of general interest in scientific efforts to conquer space as you would a program schedule which failed to tell of local election issues and results."

The CBS chief contended that any rule restricting the descretion of the Commission in applying "common sense" to deciding comparative cases is "unwarranted, backward [and] foolish."

He also termed the proposal to reinstitute

BARROW WOULD LIKE THESE REFORMS

Recommendations for new rules governing FCC regulation of networks were submitted in the report made to the FCC by Dean Roscoe L. Barrow and his staff. A chapter on programming has not yet been submitted. Dean Barrow is back at the U. of Cincinnati Law School. Here are the principal recommendations in the report:

- Networks should be licensed directly by the FCC.
- Option time and must-buy station lineups should be outlawed.
- Networks should be prohibited from acting as national spot representatives for stations other than their own.
- Controls should be imposed to prevent networks from influencing affiliates in spot rates classifications or in program time clearances.
- Multiple ownership rules should be revised to forbid any one entity from owning more than three vhf outlets in the top 25 markets.
- More weight in deciding comparative hearing cases should be given to local ownership and diversity of ownership.
- Station sales should be required to be for cash, so others may submit comparable bids and be admitted to comparative hearing with the original purchaser.
- Networks should be required to make public all affiliation contracts and terms of compensation with affiliates.
- The FCC should have the power to levy fines against stations for infractions of rules.
- Networks should be required to place programs on non-affiliates if requested by sponsors or if affiliates fail to clear. They also should be required to place programs on stations in markets covered by affiliates if desired by the sponsor who wants exposure in overshadowed areas.

DEAN BARROW

the Avco rule—whereby stations must be sold for cash, so that other bidders may meet the original purchaser's terms—would be self-defeating. It would mean, he said, that only the largest corporation and syndicates could meet these conditions.

Dr. Stanton was questioned most vigorously about option time. Again and again he hammered the principle that networking is a national service for national advertisers. Option time, he insisted, was needed to offer the advertiser national circulation.

To questions that implied that option time was a protection against competition, Dr. Stanton replied that networks performed a service to their affiliates—a balanced and rounded program structure, including public affairs, news, and cultural programs.

Film syndicators and spot representatives are not interested in this service, Dr. Stanton emphasized; only in selling single programs.

At one point he said: "It is fallacious to equate film syndicators with networks."

He answered curtly, "yes," to a question whether stations would take more spot business if there were no option time. He went on to explain that without option time some stations would accept network offerings and others not—and refusals to clear by just a few stations in prime markets could negate the program for all the other stations which wanted it. For, he explained, advertisers would lose interest if as many as three or four of the top markets were not included in their schedule.

To the suggestion that option time might be shaved—perhaps 30 minutes or one hour of evening time might be reserved for station use—Dr. Stanton commented that not only would the public be "short-changed" but also the stations. He alluded again to the problem of "checker-boarding."

Dr. Stanton said he would make no changes in the present multiple ownership rules. These permit one company to own a maximum of 5 vhf and two uhf outlets.

A Cloudy Outlook

Owned and operated stations are a "cushion" for the network in lean years, Dr. Stanton said. He recited that CBS-TV's peak year was 1956. The following year, 1957, income declined "perceptively," he added. He said the outlook for 1958 was cloudy.

The CBS president objected strongly to a discussion which indicated that CBS' three owned stations had a $14.0 million income in 1955, a return on investment of 230.1%.

Dr. Stanton sharply declared: "You can't figure return on investment for a creative business."

A little later he bristled:

"What this gets down to is this: Is networking in the public interest or not? Network obligations go far beyond that of station reps or program packagers or film syndicators. Do you want networks or not? If you don't want them, then take stations away, take option time away. And you will have changed the character of broadcasting. Network service will have deteriorated to the point where it isn't worth the candle."

Dr. Stanton declared he could see no complaint about must buys. "A national medium must operate as a national medium," he said. He referred to the report which indicated that only six advertising agencies out of 60 questioned said they had been required to buy more stations than they would have on a free choice. This, Dr. Stanton pointed out, numbered from two to four more stations.

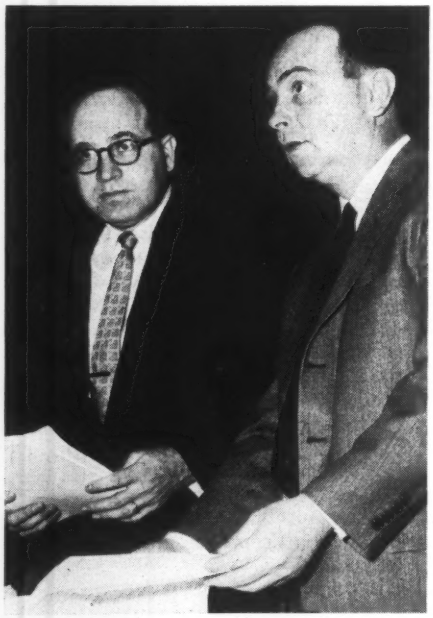
The CBS president also stated that the average network bought in evening time is 120 stations (both on a live or a delayed basis). CBS-TV has 58 basic affiliates in the must buy group, he explained.

In answer to a direct question, "Can the network survive without must buys?", Dr. Stanton replied: "I can't answer that in the affirmative." He stated that network philosophy is to try to get the advertiser to expand his list of stations, all other things being equal. "But," he added "it's not in the same league with option time."

Station Representation

Dr. Stanton told the Commission that CBS Tv Spot Sales now represents eight stations, and has no intention of expanding that list. Representation by CBS followed mostly radio stations represented by CBS Radio Sales, he said, although there are several in the list which were not associated with the radio list. He mentioned KGUL-TV Houston and WMBR-TV Jacksonville, Fla., as two of them.

The CBS president's statement that the network had no intention of representing any more stations brought a lifted eyebrow from Chairman Doerfer. The FCC chairman questioned the "enterprise" of remaining static.



FCC COUNSEL *took turns interrogating network witnesses last week at Barrow Report hearings. Robert J. Rawson (r), chief of the Broadcast Bureau's hearing branch, joined the FCC in 1946 after Navy service during World War II, was named hearing chief in March 1956. Herbert M. Schulkind (l), assistant chief of the Rules & Standards Division, came to the FCC in 1949, after private practice in New York, was named to his present post in 1954.*

Dr. Stanton explained that CBS felt that the current list was the most that it could represent properly. If it added any more, he explained, CBS Tv Spot Sales would not be giving its best efforts to its clients. He noted also that CBS was receiving a full 15% from the stations it represented (implying that other station representative firms were not receiving a full 15% commission on national spot sales).

CBS Radio, Dr. Stanton stated, has no basic list of affiliates, or must buy provisions. But, he added, radio and tv bear no relation to each other. Each is an entirely different medium.

Chairman Doerfer expressed the thought that the networks may be "exacting" more than they need under the guise of option time. He also raised the question whether the network actually needed owned stations.

And, the FCC chairman asked, was there some guide or formula which could be used so that the Commission might judge the validity of financial returns—not necessarily on investment?

Other questions raised by Mr. Doerfer were: Are the owned stations needed to "cushion the volatility" of network risks in programming? If option time is reduced, does that mean more local programs, or a movie network? How much revenue does a network require to operate as a network?

At another point, Mr. Doerfer exclaimed: "Aren't you overemphasizing the result of option time changes? Aren't you making it sound worse than it is?"

To which Dr. Stanton replied: "This is a pretty, dog-gone good *status quo* that we've got." He said he feared that government might move in and force stations to take programs.

"Basically," he said, "I don't want the heart cut out of me."

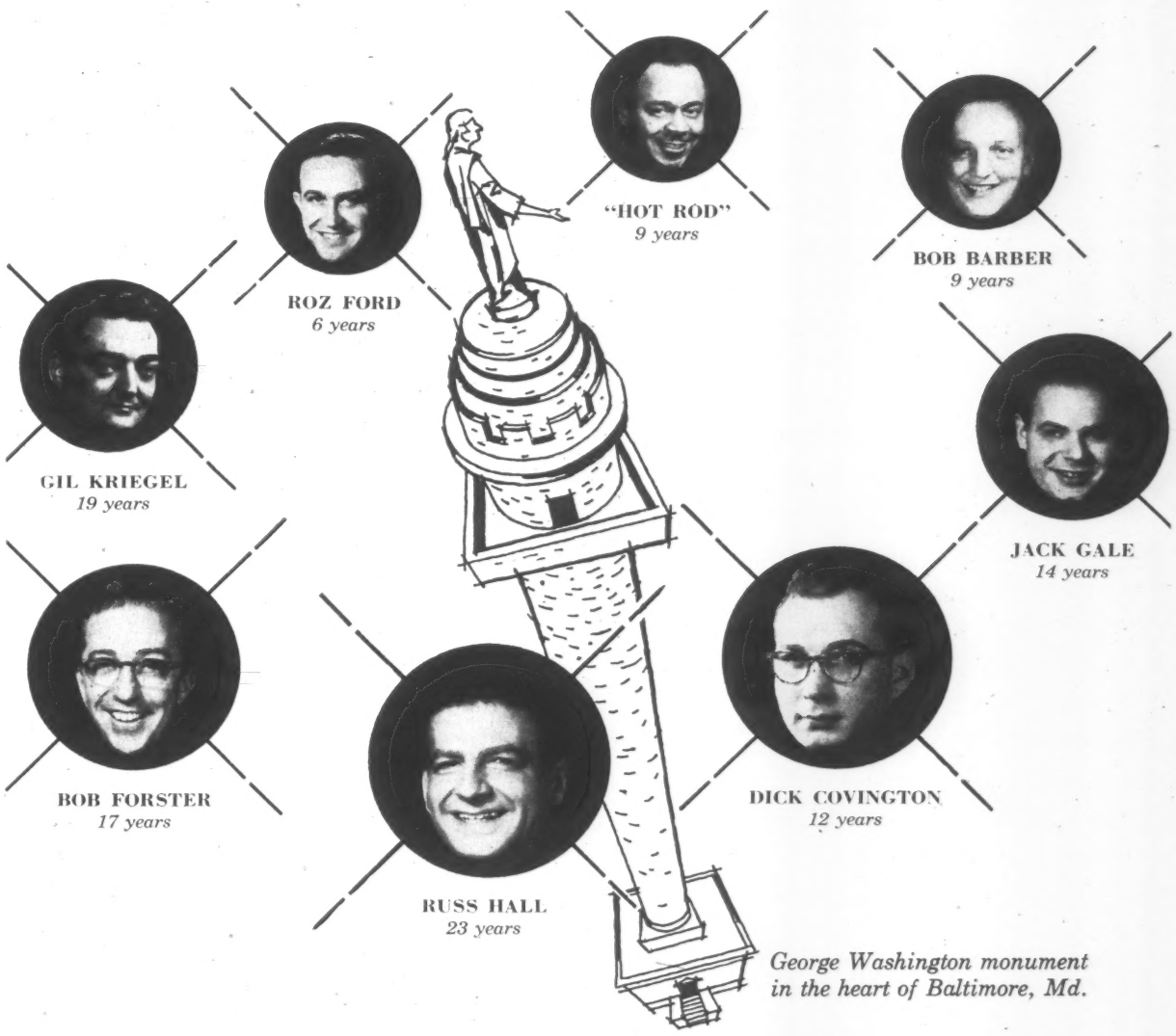
Ford Most Inquisitive

Comr. Ford, whose questions ranged the furthest, asked that all three networks express their views on each of the 37 recommendations made in the Barrow Report.

He asked Dr. Stanton if he understood correctly that if option time is abolished, there would be no network. Dr. Stanton answered: "I think so. I can't predict for sure, but . . ."

The freshman commissioner wanted to know the difference between radio and tv, when in the early days of radio there was no such thing as option time.

Dr. Stanton replied that tv is so complicated and expensive that the matter of time alone makes it different from radio. In the early days of radio, he said, a script could be changed, even while a show was on the air (he said he actually had been present when the ending of a radio script was changed while the broadcast was underway). In tv, there is too much production to permit that, he said. There are scripts to be checked, costumes, props, talent, lights—all of which must be scheduled for days



George Washington monument in the heart of Baltimore, Md.

109 Years of "Air" Sales!

Here's the sales-proven announcing crew to get your product off the ground and into orbit around the booming Baltimore market. Individually, these "airmen" have logged from 7,500 to 28,000 hours of time. They *know* how to deliver the radio entertainment that Baltimore likes best. Each has attracted a galaxy of loyal listeners whose antennae are tuned and *receptive* to your commercial messages — 24 hours a day, seven days a week. To rocket your product to new sales heights, blast off from W-I-T-H. Cost for the trip is low . . . W-I-T-H guarantees *complete, no-waste* market coverage at the *lowest cost per thousand.*

It "figures"! Baltimore's best radio buy is . . .

W-I-T-H

Tom Tinsley, *President* R. C. Embry, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

A television market is more than a city

When you use WISH-TV (CBS) Indianapolis, you sell a television market whose:

- **Total Retail Sales are greater than Metropolitan Buffalo and Kansas City combined**
- **Effective Buying Income is over $4,500,000,000**
- **Food Sales are twice those of Metropolitan Milwaukee**

Smart advertisers want to tap this market. They do it over WISH-TV (CBS) the station that consistently wins more quarter hours than the next two Indianapolis stations *combined* and averages 39% more viewing families than the next Indianapolis station. Represented by Bolling.

Sources: Metropolitan ARB 1/58; TV Mag. 3/57; Copyrighted . . . Sales Management, 1957

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

and weeks ahead of broadcast time. Also, the cost of a radio production was infinitesimal compared to the cost of preparing a tv show, he emphasized.

Mr. Ford observed that option time gave power to the network, that stations were limited in their right to reject programs. Dr. Stanton demurred; he said that stations, by and large, are very articulate about programs.

Mr. Ford also defended the Commission's right to look at network practices whether or not they were considered harmful. Mr. Ford made the point that the Commission has the job of deciding whether something promotes the public interest—not whether it is just harmful.

Mr. Craven asked specifically these questions:

• Would a 30-minute exemption from option time in prime hours ruin networking? Dr. Stanton said, "No," but that it would make it difficult for medium size and small stations to get programs during that period.

• Do network owned station managers have a good deal of local autonomy? Can they buy film? Dr. Stanton answered, "Yes."

• How could some of the alleged problems in network practices be solved through allocations changes? Dr. Stanton said a few more vhf channels in tight markets might help, but he expressed the opinion that the changes could not be basic enough.

• Would uhf be aided if the Commission permitted dual vhf and uhf operation in the same communities? Dr. Stanton answered bluntly: "I don't see any way out of the uhf problem."

The uhf problem was also close to Comr. Lee's thinking. He asked the CBS president if a more liberal policy on uhf ownership might not help uhf.

Dr. Stanton said he doubted whether the ownership of more uhfs by networks or multiple owners could help now. "I hate to say this," he said, "but I think it is too late." Referring to the fact that CBS owns two uhf outlets (in Milwaukee and in Hartford, Conn.), he added that they were "no bed of roses."

To a question from Mr. Lee about changes in the multiple ownership rules, Dr. Stanton replied: "We're in good shape with five v's and two u's now. Any suggestion by me at all would be toward making the limitations higher."

Mr. Stanton had no answer to Mr. Lee's request for a formula that might permit the number of stations in top markets to be limited to less than the five vhfs now in exchange for double the number in smaller markets.

Dr. Stanton told Mr. Lee that CBS Radio's owned stations have supported the radio network in the last two years. In 1954, Dr. Stanton disclosed, the owned radio station accounted for 55% of radio income; in 1957 they accounted for 122% (the radio network was in the red).

The tenor of the staff's questioning aroused Dr. Stanton's ire at several points. The point of Chief Counsel Robert J. Rawson's questions was seemingly along these lines: Option time protects the network against competition. It is like block booking in some respects. It is a delegation of licensee responsibility for programming.

WITNESS: William B. Lodge

Network service depends on affiliate structure

The proposals regarding affiliation practices, rates and compensation to stations were discussed by William Lodge, CBS vice president in charge of stations relations and engineering.

Mr. Lodge's approach was summed up in these words:

". . . If our affiliation relationships are tampered with in the many ways recommended in the report, the consequences will seriously endanger network service."

The recommendation that networks file with the Commission the criteria for affiliation has already been met by CBS, Mr. Lodge pointed out. CBS published its affiliation criteria in 1954, and again in January of this year.

If these are *required* to be filed with the Commission, Mr. Lodge expressed fear that the "next, short step" would be the determination of the validity of the standards. This would take out of the network's hands its business judgment on the matter of affiliation, which encompasses may variables, Mr. Lodge stressed.

As an example of the complex and case-by-case study which CBS undertakes in determining affiliations, Mr. Lodge cited the Charleston-Huntington, W. Va., situation:

WCHS-TV Charleston had been the CBS outlet there. WHTN-TV Huntington, which began operating later than WCHS-TV, was bought by Cowles Broadcasting Co. in 1956. Both stations had moved their transmitters to sites between the two cities to be competitive with WSAZ-TV Huntington, the NBC affiliate which covers both cities.

Both stations were given the opportunity to make presentations to CBS before any change in affiliation was decided. CBS engineering made studies of the coverage of both stations. CBS research surveyed the two stations for audience acceptability and strength. Neither of these two studies indicated a strong margin for one or the other. Then, CBS evaluated the management of both stations, found that WCHS-TV had management difficulties involving majority and minority stockholders and also had been "slow" to take steps to overcome WSAZ-TV's competitive advantage. Cowles' offered a long record of successful management, Mr. Lodge noted, and had demonstrated its success in gaining a "commanding" lead in terms of share of audience in other of its tv operations.

The final choice to favor WHTN-TV was made by the Affiliation Plans Committee (composed of representatives of station relations, engineering and research) and approved by the president of CBS Television.

Mr. Lodge noted that "tremendous pressure" was exerted on CBS following the the change. Letters were received from U.S. senators and congressmen, the governor, a state senator, the mayors of Charleston and Huntington, the chambers of commerce of both cities, the publishers of local newspapers, the presidents of local banks, two colleges and one CBS stockholder. And the Episcopal bishop of West Virginia accused Mr. Lodge of being "ruthless and lacking in basic integrity."

The CBS station relations vice president stated that he did not see any conflict between the network's expectation that affiliates will clear time for network programs and licensees' responsibility for programming. The matter of clearances does not even come up in many affiliation decisions, Mr. Lodge stressed. "A station's concern is frequently how it can get more network programs—not how it can avoid carrying programs for which it is ordered," Mr. Lodge stated.

However, he continued, he firmly believes that CBS has the right to give preference to the station which will give better clearance of network programs.

Mr. Lodge pointed out that as of Jan. 18 the CBS Extended Market Plan has 23 interconnected stations and nine non-interconnected. For the sale of a half-hour of nighttime Class A time on a $50 EMP station, the network receives an income of $15.30, of which $9 goes to the station, he said. For a daytime, Class C half hour, the network receives $7.15, of which the station gets $4.50. The average EMP affiliate is currently receiving 12.5 hours weekly of commercial programs, and has available 16

hours of sustaining network programs.

The network's Extended Program Service —by which non-ordered stations may carry commercial programs with the commercials deleted—has grown from 30 in 1955 to 108 as of Feb. 1, Mr. Lodge pointed out. The number of EPS quarter hours per week has also grown, from 199 to 2,543. During the week of Feb. 1, the average EPS user carried six hours of CBS Television commercial programs.

This was in rebuttal to the report's suggestions that networks be forced to serve smaller stations and non-affiliated stations.

This requirement, Mr. Lodge said, would force the advertiser into the business of program distribution.

Mr. Lodge suggested that the length of affiliations be changed from the present two-year limitation to as much as five years, on a permissive basis.

The advertiser's desires regarding placing a program on an alternate station must be considered, Mr. Lodge pointed out in discussing the report's recommendations on territorial exclusivity, first call and "overshadowed" markets. CBS, however, does try to make such arrangements, he noted. The desires of the advertiser are also taken into account in ordering a station in an overshadowed market, he said. There is only one limitation to this, he said: CBS will not permit the addition of a station if the community in which the station is licensed receives a city grade or better service from an affiliate which is carrying the program.

Mr. Lodge also strongly pressed for no change in the network's right to set network rates for affiliates. And, Mr. Lodge added, CBS has never used rate decisions to influence clearances for network programs.

Station compensation for CBS affiliates is normally the usual 30% of gross time charges, less converted hour deduction and music license payments, Mr. Lodge explained. The "free hour" deduction helps pay the interconnection line charges, Mr. Lodge observed, although it fails to cover even half of the bill. In 1958, Mr. Lodge estimated, line charges will reach $14.7 million, and only $6 million will be recaptured through free hour deductions.

Only 32 of CBS' affiliates have contracts that differ from the standard compensation provisions, Mr. Lodge said.

As to making public affiliation contracts, another suggestion by the Network Study Staff, Mr. Lodge said CBS would have no objection, although he questioned the propriety of making private contracts public. He did insist, however, that CBS would like to know the affiliates feel about making the contracts public.

WITNESS: Dr. David Blank

To measure competition look at all advertising

Dr. David M. Blank, CBS associate economic advisor, introduced statistical exhibits at the hearing.

Dr. Blank took issue with the Network Study's position that the tv networks constituted a concentration of control (Chapter 4). The CBS economist held that network tv must be related to the complete advertising picture—newspapers, magazines, billboard, direct mail, etc. In this way, network tv does not show any concentration, he held. The tv networks, he maintained, account for less than 10% of the total national advertising markets (vs. the Barrow Report's position that the tv networks account for 67-70% of national television business).

"I am convinced," Dr. Blank said, "that television and other national media compete directly and therefore are in the same market, rather than that television is unique . . ."

The Barrow Report, Dr. Blank stated, "has simply chosen, among the possible alternative definitions of the market that were available to it, that definition which was the narrowest and which therefore indicated the maximum amount of concentration."

It would have been equally valid, the CBS economist declared, to have chosen all national advertising as the "relevant" market. This would have showed that network tv accounted for 8-10%, rather than the 67-70% determined by the Barrow group.

Even using the report's premise—that tv networks account for 67-70% of national television business—does not mean that this is an abnormally high concentration, Dr. Blank said. He showed charts indicating that there are 30 major manufacturing industries in which the four leading companies account for a large amount of the total national business (among them, cigarettes, typewriters, soap, liquor, tire and photographic equipment).

And, Dr. Blank added, there has been no accusation of monopoly. National spot time sales grew 251% in the years 1952-56, while network time sales grew 166%, he said. In 1957 Dr. Blank said, national spot billings jumped 11% over 1956, while network billings increased by only 4%. This shows that the national television market is not a closed one, Dr. Blank asserted.

GLOOMY VIEWS OF TWO FALTERING SERVICES

The presidents of two networks virtually wrote off uhf television last week—and spoke almost as gloomily of radio networking.

Inherent in the testimony of ABC's Leonard H. Goldenson and CBS's Frank Stanton before the FCC, which is conducting open hearings on the Barrow Report recommendation, was the belief that there is no future in uhf, and a pretty slim one for radio networking.

Mr. Goldenson based his whole attack on the Barrow Report on the ground that it is imperative that more vhf channels be moved into top markets. This, he emphasized, would establish the competitive atmosphere desired by the Barrow Report.

When he was chided for not having acquired the two uhf stations which are now permitted single owners, in addition to five vhf outlets, Mr. Goldenson retorted that his first concern was to build a strong, competitive network.

He also stated that the radio network was operating at a deficit, but that it was being subsidized by the network's owned and operated radio stations.

Mr. Stanton expressed his attitude toward uhf when he answered suggestions by Comrs. Lee and Craven that perhaps by permitting multiple owners to own more uhf outlets uhf would be aided.

At one point Mr. Stanton said: "I don't see any way out of the uhf problem."

He also was dubious of the value of a more liberal ownership policy as an aid to uhf. "I hate to say this," he declared, "but I think it is too late." He termed CBS's ownership of uhf stations in Milwaukee and Hartford "no bed of roses."

CBS's owned and operated radio stations are supporting the radio network, Mr. Stanton said. He disclosed that in 1954, CBS's o&o radio stations furnished 55% of the radio division's income. In 1957 the owned stations contributed 122% to the income of the radio division. The network, he said, was deeply in the red, implying continued dependence on the o&o's.

TAKING THE MYSTERY OUT OF RATINGS

J. Walter Thompson issues primer which even professionals will use

One of the most searching investigations of television this side of Capitol Hill is nearing completion at the J. Walter Thompson Co. Authoritatively and objectively, the study by the JWT media research department examines television from virtually every angle—its beginnings, growth and present reach; network rate structures and practices; national spot and local buying, audience size, ratings and cost per thousand; program types and trends; commercial copy and the placement of commercials, and the status, cost and sales impact of color, to name a few of the basic subjects.

All of the completed portions have been circulated to the JWT staff and JWT clients, and the rest will be distributed as they are finished. Meanwhile, with the agency's permission, BROADCASTING here presents in substantially condensed text two completed chapters from the report. They deal with (1) ratings and how they should be used, and (2) audiences and how they cumulate and duplicate. These chapters present both new and known material in a perspective that should help clear away long-prevalent confusion and at the same time contribute to more knowledgeable television buying. The two chapters follow, as condensed:

WHAT RATINGS MEAN, HOW TO USE THEM

Much of the confusion that exists about ratings—particularly in the minds of columnists and performers who criticize the inconsistency and lack of logic in the ratings' use—springs from the critics' own efforts to compare special purpose ratings that measure entirely different aspects of a program audience.

In all there are eight different basic ratings reported regularly, but the heart of the entire rating system for tv network program evaluation is the *average audience* measure. This is the measure of audience during the average minute of the program. All other "ratings" develop from the average audience figure—and a clear understanding of this key measure can dispel most of the mysteries and confusion usually associated with program ratings.

THE RATING FORMULA

The basic formula is:

Coverage Area Homes × % Sets-in-Use × Program Share of Audience = Average Audience Homes. *Example*: 35,370,000 × 66% × 50% = 11,672,000 homes.

For convenience the Average Audience Rating is a simplified index version of this formula: % Sets-In-Use × Program Share of Audience = Average Audience Rating. *Example*: 66% × 50% = 33 (%) A.A.

Since increases in the size of audience for any program can only be achieved by increases in one or more of the three independent variables in the basic formula, a further explanation of each factor is warranted.

COVERAGE AREA HOMES

The coverage factor in the rating formula is defined as "the total number of tv homes that are able to receive an acceptable quality sound and picture signal from any of the stations that broadcast a program." It is not necessary for a home actually to spend time tuned to a station in order to be included in a coverage area. The only requirement is that the home be able to get good reception from the station.

It is possible to choose 60 stations for a network program that would have the same total coverage factor as another list of 90 stations. Similarly, a carefully selected lineup of 90-100 stations on any of the networks can have a coverage factor embracing 90% of all U. S. tv homes. Increasing the lineup to the entire list of 180 or more network affiliated stations would only increase the coverage factor to about 96%.

The reason for this apparent contradiction is simply that as more stations are added to a program lineup there is a greater amount of overlap between the fringe areas. The coverage factor does not increase as rapidly as the station list.

Here another complication arises, because the coverage factor in itself is by no means the whole story. As a sponsor increases the number of overlapped areas in his program's lineup, he gets a more than corresponding increase in the chances that these homes are regular viewers of at least one of the stations on his extended lineup. At the same time, he reduces the number of competitive program sources available to the homes in this overlapped area.

These two elements produce, in effect, an "intensification" of the program's coverage factor which can actually result in an increase in the rating.

Aside from its value in rating evaluation, station coverage analysis can also have a profound influence on the cost efficiency of a network program lineup. Merely to have "potential" coverage in various market areas is not enough. The "intensity" of coverage, as related to the cost of adding new stations, must also be considered in determining the most efficient and effective station lineup for any program.

SETS-IN-USE

We have already seen that sets-in-use is one of the three variables that determine program ratings. Once the station list has been selected, the coverage area becomes a constant (except for growth in ownership) so set-use becomes one of two remaining vari-

WHAT THREE SERVICES MEASURE IN NETWORK BROADCASTS

Areas Surveyed	A. C. Nielsen Company (NTI)	American Research Bureau (ARB)	Trendex
I. Total U. S. Tv Area	AVERAGE AUDIENCE: Average number of homes with sets tuned to program during any minute of the broadcast.	QUARTER HOUR RATING: Number of homes with one or more viewers watching the program during any 15 minute period of B/C time.	NONE
	TOTAL AUDIENCE: Total number of homes with sets tuned to the program for at least 6 minutes of the broadcast.	PROGRAM RATING: Avg. of the quarter hour ratings for each 15 minute period in which this program was broadcast.	
II. Regional	MULTI-CITY PERIOD AVG.: Avg. no. of homes with sets tuned to the "norma" affiliate of the originating network, in 14 eastern & central time zone multi-station cities, during avg. minute of each 15 minute period of the broadcast.	NONE	POPULARITY PER PERIOD: Avg. % of all tv homes in "local phone" zone of stations carrying the program in 15 large multi-station cities, tuned to the program during any minute of each 30 minute period of the broadcast.
			TOTAL PROGRAM POPULARITY: Avg. of popularity index for all half hr. periods of the broadcast.
III. Local	QUARTER HOUR RATING: No. of homes with 1 or more viewers watching the program 6 minutes or more during any 15 min. period. Area measured in most cases extends beyond the metro census definition.	Same as National, for each carrier station that receives any regular reception in the general tv market area surveyed for local rating reports.	NONE

ables in the basic formula: Coverage Area x Sets-in-Use x Share=Audience or Rating.

The sets-in-use figure represents the actual audience potential for each program broadcast in a specific time period.

Since the most precise measures of set-use are available (via the Nielsen service) on a minute-by-minute basis for all days and months of the year by time zone, rather than by individual markets, the basic patterns are best shown in term of "live network time" equivalents for the entire country.

CHART 1 (at right), based on tv set-use for each hour of the day *over a 12-month period* (excluding Saturday and Sunday daytime hours) indicates that the daily hour-by-hour pattern rises gradually during the day to a peak 55.9% between 9 and 10 p.m., then tapers off slowly to the end of the broadcast day at midnight (all figures on the chart are expressed in terms of the New York origination time for nationwide "live" clearances, so due allowances should be made for adjustments to local time when considering individual markets):

CHART 1

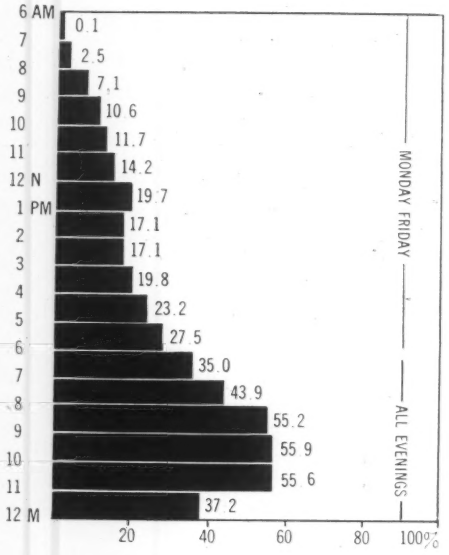
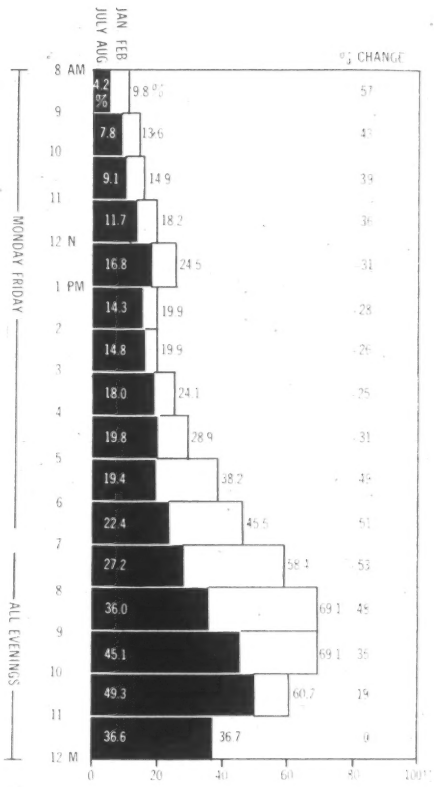


CHART 2



SEASONAL PATTERNS

Analysis of month-to-month patterns shows that for the past several years each time period has a consistent seasonal pattern. For each period, the set-use level reaches a peak in January-February and declines to a low point in July-August. However, a comparison of the seasonal patterns indicates that the summer decline is not uniform for each hour of the day.

CHART 2 (at right) illustrates that the seasonal winter-to-summer decline varies from a 53% loss in the 7-8 p.m. time period to a negligible amount for the late evening hours (again with daytime hours for Saturday and Sunday omitted).

Thus for the advertiser contemplating year-round use of a network time period, it is important to consider the annual average sets-in-use rather than the reported level for any single month. Similarly, for the advertiser planning seasonal campaigns, it is equally important to recognize that the peak of set-use is at a considerably later hour in the summer than in winter months.

Daytime hours for Saturday and Sunday were omitted from the averages in the preceding charts because they differ from other days of the week both in family living habits and in programming patterns. On Saturday, the daytime set-use reaches a peak in the late morning and early afternoon hours. On Sunday tv set-use is much lower in the morning hours, but rises steadily and exceeds the Monday-Friday levels by 1 p.m. and the Saturday levels at 2 p.m.

DAILY PATTERNS—EVENINGS

The extensive excitement and publicity generated by a few outstanding "hit" shows each season has tended to divert attention from the far more important influence of family living habits in determining audience or set-use potentials.

Outstanding and unusual programs during the peak of initial excitement and publicity have of course generated enough interest to *temporarily* influence the sets-in-use level for a specific evening of the week. However, when this happens it tends to create a "halo" effect by raising the sets-in-use level for the entire evening—apparently through getting some families to give up other planned activities in favor of staying home to watch "that exciting new program."

However, the effect on the level of set-use tends to vanish after one to three or four months, and it virtually "washes out" in the 12-month averages. The level of set-use at the *peak* evening hour is virtually equal for each day of the week, when examined from the vantage point of annual averages. Hit shows come and go, but ingrained habits for mealtime, bedtime, recreation and social activity maintain a strong governing influence on overall evening viewing activities.

DAILY PATTERNS—DAYTIME

During the Monday-Friday daytime hours there is an equally consistent pattern of tv set-use. The levels of set usage remain constant for each day of the week; the only variable would be, of course, the time of day.

Since the sets-in-use levels follow definite, predictable patterns over a 12-month period, the sponsor of any given program period on each network can also regard this factor as a constant in application of the basic rating formula to each time period he sponsors.

In short, once an advertiser has determined the optimum station list and time period for a program, any further increases in rating levels must be obtained via improvements in the only remaining variable—the program's share of audience in the areas of broadcast.

SHARE OF AUDIENCE

In the early days of television, when the majority of tv homes had access to only one or two stations, there was a tendency to overlook the importance of extremely high "audience shares" as the main source of big ratings. In a single-station market, for example, each program received a 100% "share" of the captive audience, so it was not necessary to measure or examine this factor.

Today, however, the rapid increase in stations has created a highly competitive situation where only 4% of all U. S. tv homes are limited to choice of a single station. The average tv home now has available a choice of five stations, so share of audience is now as important, or more so, than sets-in-use.

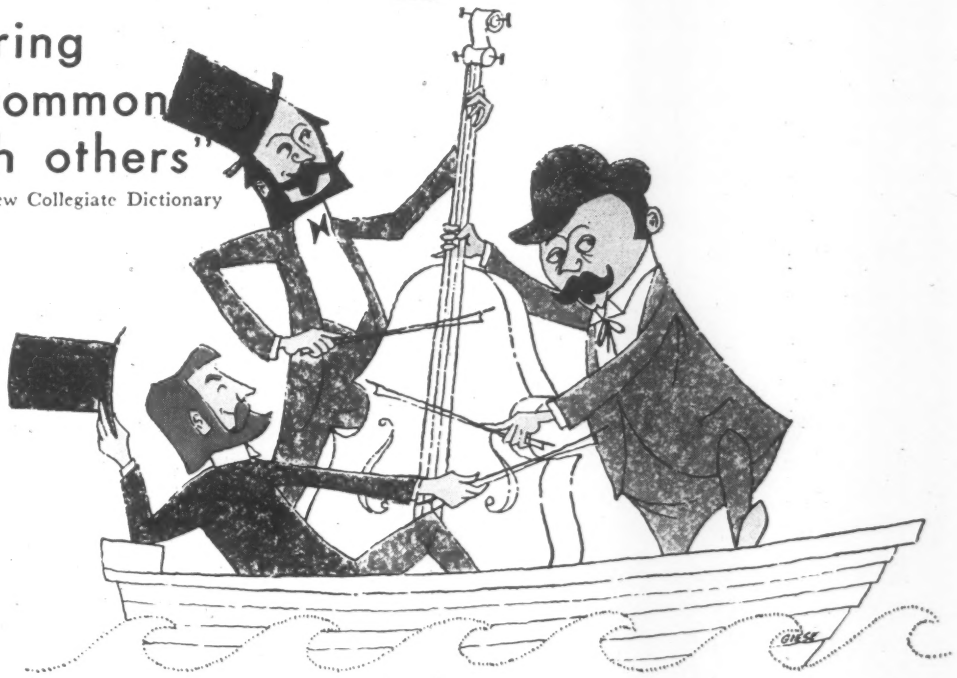
Some programs originating in the peak periods of set use actually achieve lower ratings than other similar quality progams that are scheduled in time periods with a lower set use potential but facing weaker competition.

Program adjacencies, station strength and local promotion are all important

participation

"sharing in common with others"

Webster's New Collegiate Dictionary



Bartell Family Radio keeps audiences alert for constant **participation** by copyright Games for Family Fun, thought-provoking editorials, gay reminiscences . . . all in a never ending stream of titillating intercourse of audience and

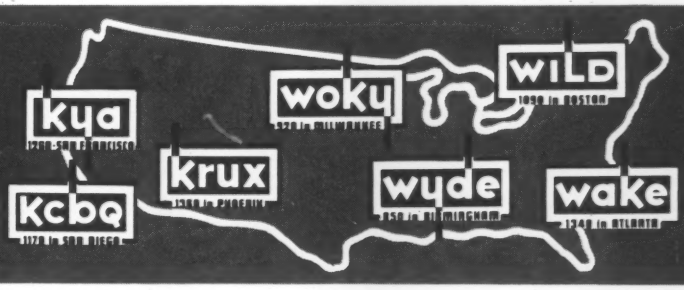
BARTELL FAMILY RADIO

participation creates a favorable conditioned response to an advertising message.

Result: Advertisers always reach buyers

Add rating dominance and you have the reasons why FORTUNE selects Bartell Family Radio as America's most successful in the use of scientific methods for maximum audience.

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

* **Pending FCC Approval**

CHART 3

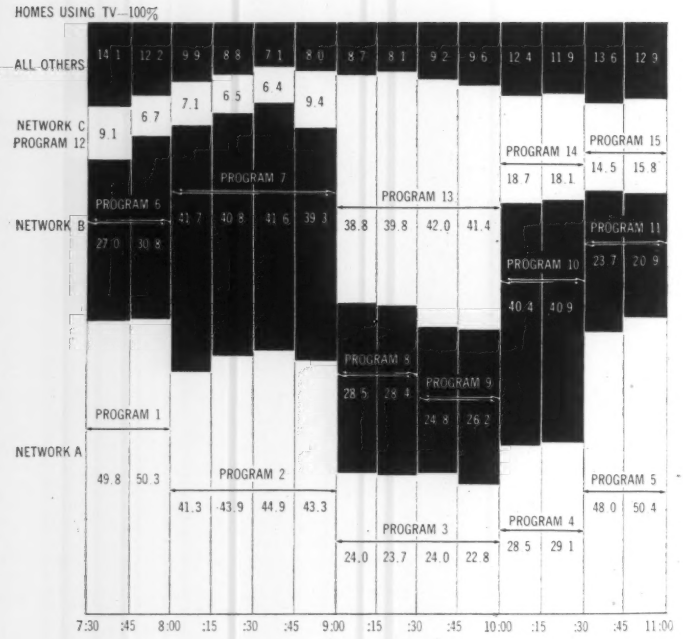


CHART 4

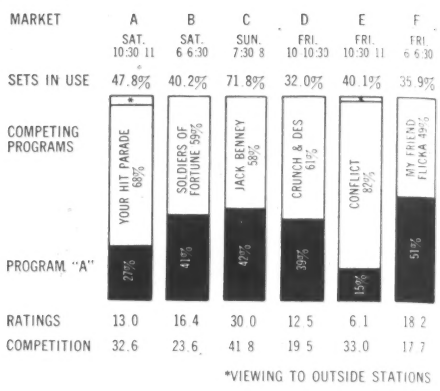
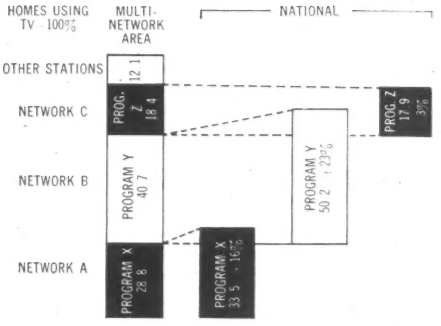


CHART 5



plusses that increase the chances of improving on audience share, but it is evident from the sharp changes between time periods (see **CHART 3** above) that the key elements affecting popularity and share of audience appeal must be program content and quality.

When tv audiences have a choice of program selection, it becomes crystal clear that the audience appeal factor is more dependent on creative imagination and professional skill in both planning and execution than any other factor. Due to their recognition of this factor, programming and production personnel are vitally concerned with the Trendex "popularity ratings" which provide them with a speedy (overnight when necessary) check on the effects of nuances in story line, performance or production treatment that were introduced into a particular telecast.

The Trendex popularity ratings are based on limited telephone "coincidental" samples in Nielsen's 14 Multi-Network cities, plus Denver, as an attempt to reflect a "pulse" of program popularity appeal under equal network programming conditions. As such they are very useful for personnel skilled in interpreting these data for better program direction and production. But it should be remembered that Trendex "popularity" readings are not ratings of national audience size, and should *never* be interpreted as such, even though they are frequently quoted without qualification as the latest *"rating."*

The reason for the complete inadequacy of Trendex, or other popularity figures, as an indicator of national audience size, is vividly demonstrated in **CHART 4** above which illustrates the variations in the "ratings" of a single broadcast of a network program, due to differences in local program competition:

CHART 5 above, based on the national and "multi-network area" Nielsen reports for the same date, illustrates that the identical principle applies to all three network programs in a single time period. Here we see that two of the network programs (X and Y) have significantly larger national ratings than their multi-network area performance, while the third program (Z) lost ground on a national basis. If we were to compare performances in the area outside the "multi-network" area with the "multi-network" area, the differences would be even more dramatic.

The major portion of the variation can be traced to differences in station lists (coverage area) or network and sponsor clearance policies that reflect differences in the sponsor's or network's *practices,* rather than any inherent difference in the relative popularity of the three programs "inside" or "outside" the multi-network area.

WHY AVERAGE AUDIENCE RATING IS IMPORTANT

All programs have a continuous "flow" of homes tuning-to and tuning-away from the carrier stations throughout the program, so the net balance of homes actually tuned to the program varies from minute to minute. The Average Audience rating is literally a straight arithmetic average of the audience levels at each minute of the broadcast.

The use of a rating based on the average of all fluctuations within the telecast (rather than any other available types of audience "rating" measurements) is regarded as a basic requirement in analysis and evaluation of network time periods for the following principal reasons:

(1) The Average Audience rating is not influenced in any way by the program's length and thus permits direct comparisons between program periods of varying duration; i.e. 5-minute vs. 90-minute programs vs. participation in part of an hour program, etc. (see **CHART 6** next page).

(2) It similarly provides a basis for measuring "share of audience" that is not possible with other types of rating measurements. For example, the "total audience" rating measure includes any homes that may have tuned to any part of the program. Thus, the "total audience" ratings for three competing programs include in each rating some homes that tuned to portions of all three programs. The total of the three ratings would thus exceed 100% of the sets-in-use; and a share-of-audience figure based on these figures would have a different meaning for each program.

(3) The Average Audience measure does not "mask" or hide big peaks and valleys in audience levels within the program where

CARE

Meticulous attention to detail . . . essential in our field, too.

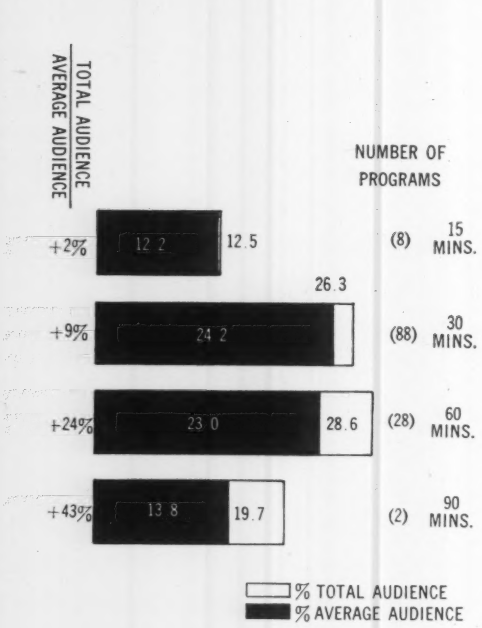
That's why when we submit availabilities, ratings, market data we strive for thoroughness as well as accuracy.

Reputations are built on care. We value ours.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

CHART 6



such situations exist. (Some programs "lose" or "gain" audiences at a rapid rate within the program period, and these changes could not be detected by comparing the total audience rating with that of adjacent programs.)

(4) The Average Audience represents a closer approximation than other rating measures of the number of homes that will be exposed to the individual commercials that the sponsor will use in the time period.

(5) It serves as a precise base for measureing the number of different commercial impressions that are delivered in each program period. This permits uniform comparison between program periods of various length, etc.

(6) Similarly, for program periods or products with commercials of varying length, it is possible to get uniform comparisons on the basis of gross commercial minute impressions via a simple multiplication of the average audience figure times the total number of commercial minutes per broadcast.

(7) Products participating in different programs with varying length commercials can use either of the above techniques to secure a continuing comparison of the month-to-month or year-to-year trends for the commercial impressions or "commercial minutes" delivered via their overall network schedules.

HOW AUDIENCES CUMULATE AND DUPLICATE

In itself, of course, the Average Audience rating cannot show audience turnover within a single telecast or between consecutive telecasts of a given program. However, the national rating services also supply other rating measures that are extremely useful.

Total Audience per Telecast is a measurement of total homes that tuned to any part of a single telecast, including those that tuned in or out during the performance. This, in effect, reflects gross traffic reached by the program.

Commercial Audience per Telecast is a measurement of the total homes that were tuned to a specific telecast throughout one or more of the commercials.

Cumulative Audience for Different Telecasts of the Same Program is a measure of the net number of different homes that tuned to at least one in a series of telecasts of the program. This provides a basis for determining the turnover that occurs from week to week (or day to day) between different telecasts in a program series.

Duplication of Audience With Other Programs is a measure of the overlap between audiences reached by telecasts in different program series.

Each of these measurements reflects a different aspect of audience turnover that can be helpful both in diagnosing the program's basic strengths or weaknesses and in planning commercial strategy for individual telecasts.

The actual pattern of audience flow during the individual telecast is affected by several factors including some that are completely independent of the basic appeal of the program itself.

For example, CHART 7 (below, left) illustrates the minute-by-minute audience profile and cumulative audience flow for a half-hour program that is telecast during an early evening period of increasing set-use.

CHART 8 (below, right) illustrates the audience flow for another half-hour program with a comparable average audience level. However, in this case the 30% spread between the audience to any part of the program and Average Audience rating is due to a constant loss of viewers throughout the program. In this case the audience to any part of the program was 128% greater than the number of homes that viewed the entire program from beginning to end and 20% greater than the number tuned in during the first commercial.

The spread between Total Audience and the homes viewing a single commercial (or the total program) is particularly significant in evaluating the reliability and validity of research studies that claim to measure the relative "sponsor identification" or "commercial effectiveness" of individual programs.

In many such studies the low rate of "sponsor identification" or recall of a specific brand commercial is largely due to the erroneous assumption that all the people who reported viewing the telecast were actually tuned throughout the program. Program analysis records indicate that (for evening programs) the number of homes that remained tuned to the entire program invariably represent around 50% of the number that actually tuned to at least six minutes of the program.

Thus, in many cases the reported differences in rates of sponsor identification or commercial recall for given programs may reflect differences in audience turnover patterns or commercial placement within the program, rather than any difference in recall rates among homes that were actually tuned in for the sponsor's commercials.

Even if the audience level remains relatively stable, the switching may indicate a major change in audience composition between the beginning and end of the program. In some cases, the sponsor may be able to capitalize on this by scheduling

CHART 7

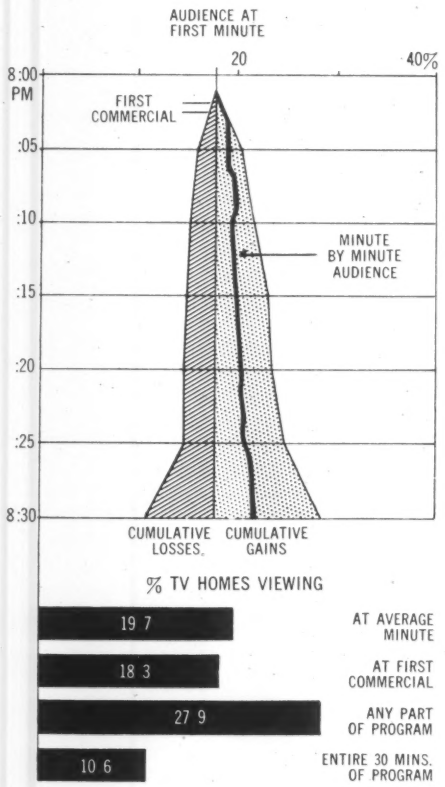
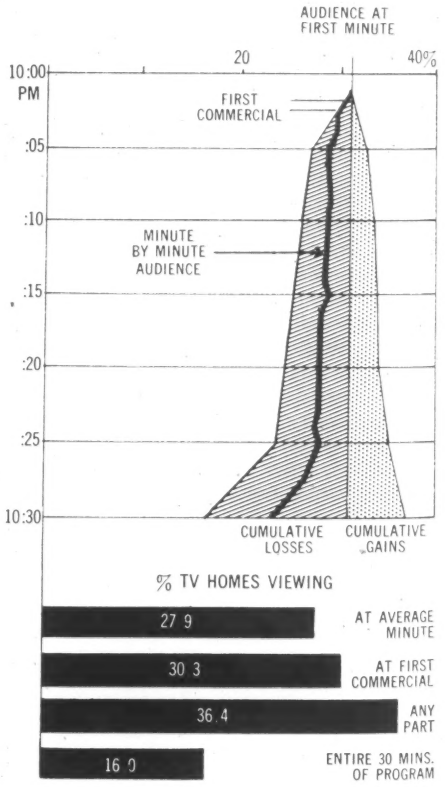
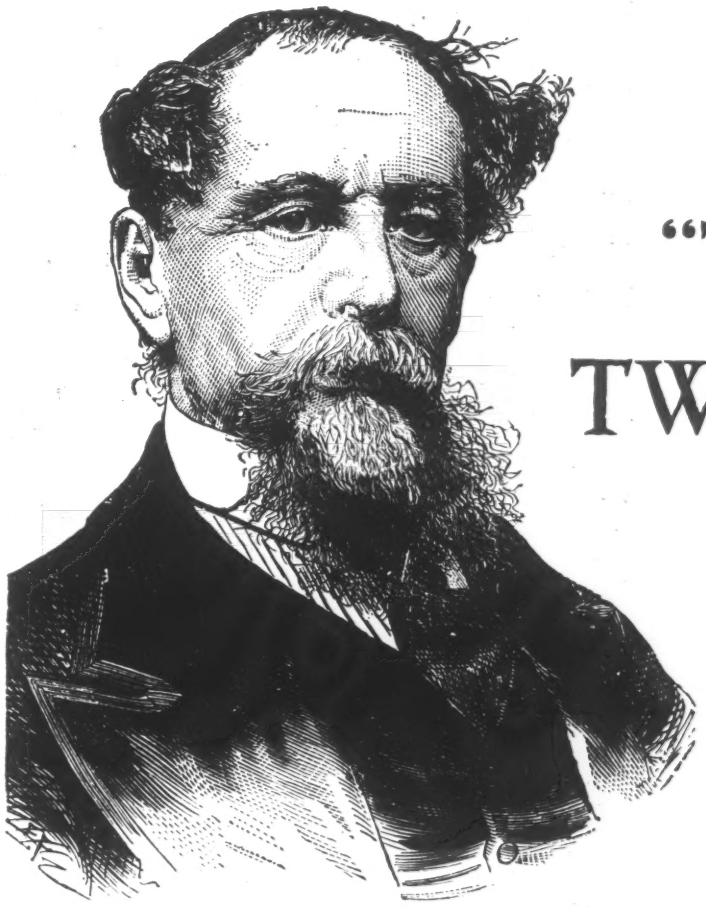


CHART 8





ARB'S

"TALE OF TWO CITIES"

as Charles Dickens might have said

KMTV is First in

Nebraska's 1st Market
OMAHA
and
Nebraska's 2nd Market
LINCOLN

It's not often that one television station dominates two separate markets. But here's proof that KMTV is the most popular station in Omaha *AND* Lincoln.

A brand new ARB Metropolitan Area Survey taken in Lincoln—Nebraska's second big market—shows KMTV as the number one station in Lincoln! In fact, KMTV led in more quarter hours than all other stations in the survey *COMBINED!* Another recent ARB shows KMTV to be the number one station in Omaha—Nebraska's number one market!

To cover heavily-populated eastern Nebraska, ONE television station can do the job *alone*...but only one, and that's KMTV, the *exclusive* NBC station for both the Omaha and Lincoln markets.

Channel 3, at maximum power, is Omaha's only true *area* TV station. And only KMTV can give advertisers the big, rich Lincoln market at no extra cost.

It doesn't happen very often. But it's true in Nebraska! See your Petry man for all the details on this modern "Tale Of Two Cities."

Lincoln ARB, January 1958

KMTV 3 OMAHA

BASIC NBC-TV MAXIMUM POWER

BASIC NBC MAXIMUM POWER

Affiliated with NBC Radio in Omaha KFAB

Represented by Edw. Petry & Co., Inc.

individual products or commercials in positions with the most appropriate audience composition.

The degree of audience turnover between the first and last commercial may also affect decisions on the copy used in individual commercial positions. For example, if the copy in one commercial refers back to either a commercial or entertainment element from the early minutes of the program, it may be best to schedule this copy for the next succeeding commercial position, rather than the last position in the show. It is not unusual to find that 25% or more of the audience during the last commercial were not tuned-in during the early part of the program—although actual audience levels were even throughout the program.

COMMERCIAL AUDIENCE

Although the Total Audience Rating is the most practical figure available for general comparisons of the effective audience reached by various programs, it has only limited value to a sponsor in planning commercial strategy and placements within his own programs.

Analysis of the minute-by-minute flow and commercial audience patterns for his own programs can provide more precise data that is helpful in the following aspects of planning his own commercial strategy:

1. The relative number of homes tuned to individual commercials.
2. Planning placement of commercials to tap peak audience levels.
3. Planning rotation patterns for specific commercials.
4. Analysis of audience duplication between related commercials.
5. Planning use of specific commercial copy.

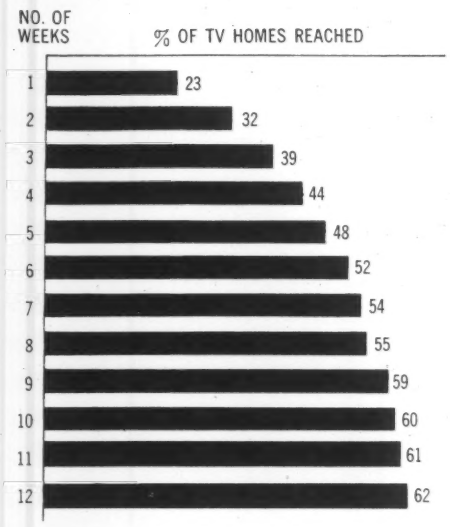
In situations where different brands are advertised in each commercial position, it is necessary to make allowance for the spread in delivered audience when evaluating the "sales results" obtained by each brand. In cases where the spread is unusually large it may be necessary to either rotate brand positions or to adjust charges to the individual brands in order to avoid distortions in subsequent comparisons of the ratio of advertising costs to sales.

Audience environment is another factor that must also be considered in commercial placement. If, for example, the program is preceded by a children's program and followed by a program with a completely different type of appeal, the analysis may reveal flurries of tune-in and tune-out activity near the beginning.

In some cases where audience turnover is unusually large between the beginning and end of a program, the sponsor may find it advantageous to schedule a single brand or repeat an unusually strong and effective commercial in the first and last position, rather to change commercials solely to avoid repetitiousness.

Sponsors' practices vary widely in the number of different products advertised within a single telecast. In this connection, it should again be noted that brands using two or more commercials in a show will invariably be exposed to a larger per cent of the Total Audience for that telecast than brands that used only a single commercial within the program.

CHART 9



AUDIENCE TURNOVER BETWEEN TELECASTS

One of the most significant factors in evaluating a program's contribution to the sponsor's overall advertising objectives is the amount of additional audience that the program cumulates with successive telecasts in the series.

CHART 9 above illustrates an estimated pattern of cumulative audience growth for an evening half-hour program series in the course of 12 weeks sponsored by a single advertiser.

The most common standard measurement for turnover between telecasts, however, is the cumulative audience reached in a four-week (or monthly) period. This is frequently referred to as the "four-week cume" for a program.

The four-week period was established by Nielsen as a standard reference base, from analysis of sponsor practices and the set-use habits of individual homes in their sample. In general, the Nielsen analysis established that the four-week period provides a good indication of a program's "effective" coverage level, since any additional homes reached after four successive "misses" tend to be very casual and infrequent viewers.

CHART 10 below illustrates how an average television program accumulates new audiences in a four-week period.

The rate of turnover between telecasts has a direct bearing on another important factor in program evaluation—the frequency of viewing.

It is generally accepted practice to calculate frequency of viewing by dividing the total gross rating points by the cumulative audience or:

$$\frac{\text{Sum of per telecast audiences 4 weeks}}{\text{Net 4-week cumulative audience}} = \text{Avg. Freq.}$$

These frequency figures will change at different periods in the broadcast year, as the per-telecast ratings rise or fall with seasonal changes in the level of set-use. Thus, in comparing the viewing frequency for various programs, it is important to establish that the frequency figures are based on ratings for the same month (see **CHART 11** below).

The actual patterns of viewing frequency are, of course, influenced by the size of the "hard core" loyal repeat audiences. However, as a general rule—applicable to all but a handful of programs with very high ratings or very loyal audiences—a good part

CHART 10

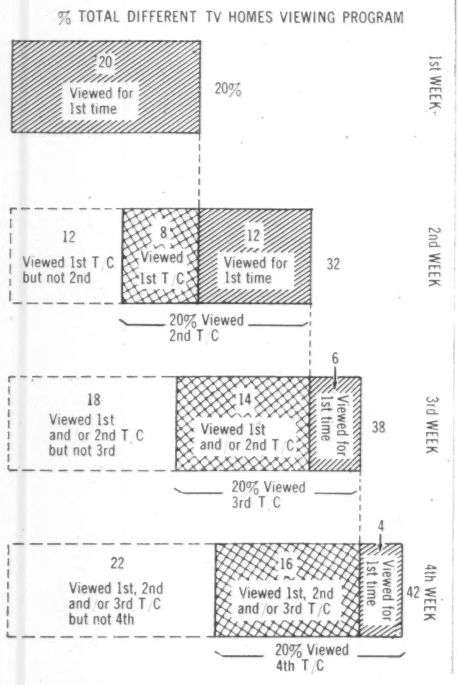
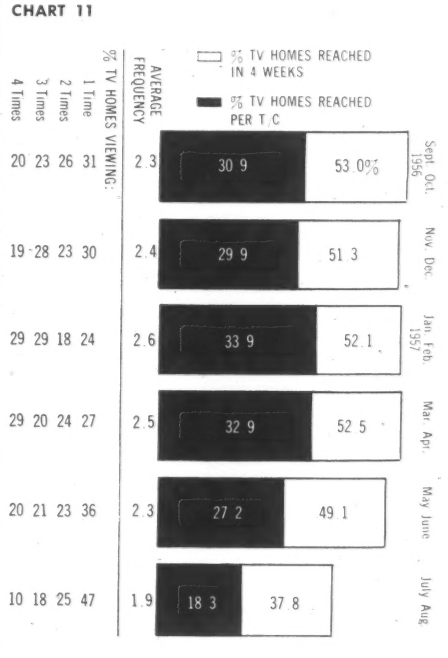


CHART 11

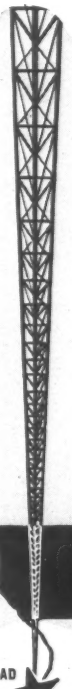

% TV HOMES VIEWING:
AVERAGE FREQUENCY
% TV HOMES REACHED IN 4 WEEKS
% TV HOMES REACHED PER T/C
4 Times 3 Times 2 Times 1 Time
20 23 26 31 2.3 30 9 53 0% Sept Oct 1956
19 28 23 30 2.4 29 9 51 3 Nov Dec
29 29 18 24 2.6 33 9 52 1 Jan Feb 1957
29 20 24 27 2.5 32 9 52 5 Mar Apr
20 21 23 36 2.3 27 2 49 1 May June
10 18 25 47 1.9 18 3 37 8 July Aug

NOW! FROM WHBF-TV IN THE QUAD-CITIES . . .

NEW 1000 FT. TOWER

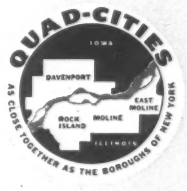
BIG 100 KW POWER

EXPANDED REGIONAL COVERAGE

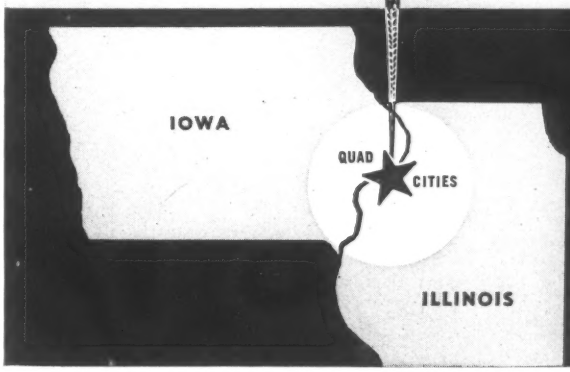


Television Sets 450,000
Population* 1,200,000
Net E.B.I.* $2,000,000,000
Total Retail Sales* $1,500,000,000
Food Sales* $270,000,000
E.B.I. Per Family* $5,130

*From Sales Management's 1957 Survey of Buying Power



Never before have advertisers had the opportunity to tell their sales message to the 1¼ million people living in the Western Illinois and Eastern Iowa area with the *clarity of sound and picture* now offered by WHBF-TV's new maximum tower — maximum power facilities. Now, WHBF-TV's new Grade "B" signal sends favored CBS and local programs to 31 *high income, populous* counties in Western Illinois and Eastern Iowa. These new WHBF-TV facilities make all previous coverage data on the Quad-City area obsolete. So before you buy, get the *new* WHBF-TV coverage story.

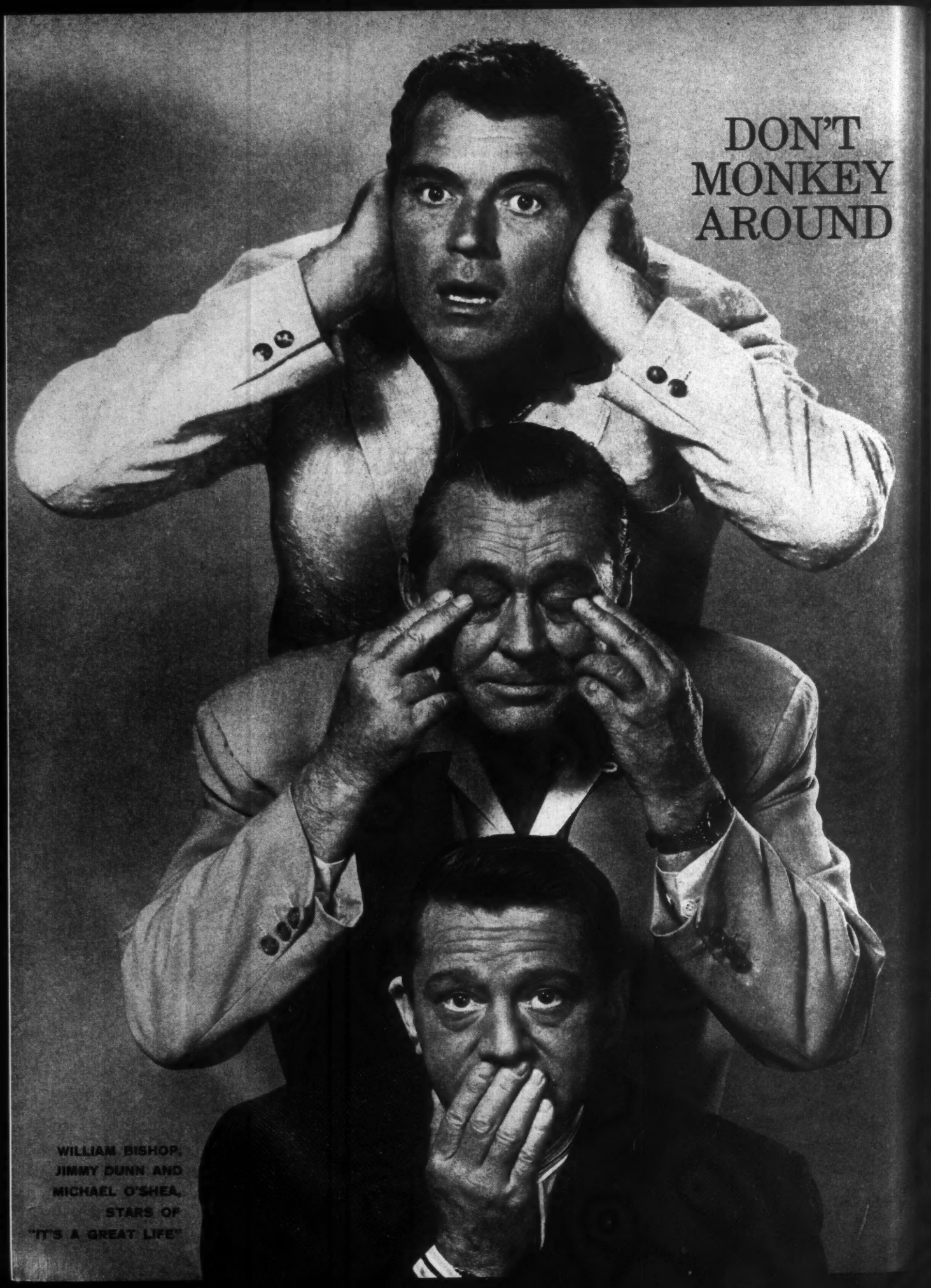


WHBF-TV

CBS FOR THE QUAD-CITIES

ROCK ISLAND, MOLINE, EAST MOLINE, ILLINOIS & DAVENPORT, IOWA

REPRESENTED BY AVERY-KNODEL, INC.



WILLIAM BISHOP, JIMMY DUNN AND MICHAEL O'SHEA, STARS OF "IT'S A GREAT LIFE"

From a programming point of view, comedy is nothing to laugh at. It's a funny business that has to be taken seriously. Mainly because there are teeth in the old saw, "Laugh and the world laughs with you!"

Which is why it's such a good idea always to have a hearty laugh or two up your transmitter. Which, in turn, is why VICTORY PROGRAM SALES takes such pure and unadulterated delight in offering you its newest first-run-off-the-network acquisition, IT'S A GREAT LIFE.

Lest you get the impression that the VPS product roster is longer on quality than on variety, let's check it against your programming needs. Westerns? HOPALONG CASSIDY, STEVE DONOVAN, FRONTIER. Mysteries? THE ADVENTURES OF THE FALCON, INNER SANCTUM. Documentary? VICTORY AT SEA. Drama? MEDIC. Adventure? Intrigue? You'll find them all in goodly number among the properties listed below.

Ready to help you make the most of this wide-ranging repertoire is the man from VPS, a specialist in Station Program Sales and Planning who, like our product roster, is good for much more than a laugh!

VICTORY PROGRAM SALES

A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

IT'S A GREAT LIFE • MEDIC • ADVENTURES OF THE FALCON • CAPTURED • CRUNCH AND DES • DANGEROUS ASSIGNMENT • FRONTIER • HIS HONOR HOMER BELL • HOPALONG CASSIDY • INNER SANCTUM • PARAGON PLAYHOUSE • STEVE DONOVAN, WESTERN MARSHAL • THE GREAT GILDER-SLEEVE • THE LILLI PALMER SHOW • THE VISITOR • VICTORY AT SEA • WATCH THE WORLD

1

SIGNS OF DOMINANCE*

* Pulse, November, 1957

38.3% larger average audience in prime night-time hours

6 out of 10 homes (59%) watch WTOC - TV programs

40 of top 50 shows on WTOC-TV . . . 14 of 15 top weekly shows . . . 9 of top 10 multi-weekly shows

consistent audience dominance, quarter hour by quarter hour

304 highest-rated quarter hours, versus competing station's 68

WTOC-TV

Channel 11

Savannah, Georgia

CBS

represented by Avery-Knodel

of the cumulative four-week audience for any evening program consists of homes that viewed only one of the four successive telecasts.

The Monday-Friday daytime program "strips" which are telecast at the same time period each day provide an equally striking illustration of the day-to-day turnover in homes using their tv set at a given time period (see **CHART 12** at right).

Part I of the chart shows the audience cumulation from episode to episode within the same week. Part II shows the week-to-week cumulation for the single Monday segment of the same program.

It is interesting to note that after an equal number of telecasts, the sponsor who "buys into" a daytime program via a single segment per week reaches approximately the same number of homes and frequency of exposure as the sponsor who buys segments on successive days within the week for the same number of telecasts.

The available evidence for daytime audience viewing patterns is still rather skimpy due to the many differences that still exist in station programming policies and in sponsors' station lists for segments of the same daytime progam strip. However, the available data does indicate that the "loyal core" of regular viewers is larger for high-rated programs than for low-rated programs; and greater for daytime programs than for evening programs.

Over a 4- or 12-week period, these differences in audience loyalty and turnover rates begin to "wash out" some of the differences in homes reached by high-rated vs. low-rated programs.

But, from the vantage point of a 12-week review it is evident that high-rated programs tend to increase frequency of exposure at a faster rate than they increase coverage—while low-rated programs tend to increase coverage faster than they do frequency.

Typical 12-week coverage-frequency patterns are illustrated in **CHART 13**.

DUPLICATION BETWEEN PROGRAMS

Over half of the corporate advertisers currently using network television sponsor more than one program.

The majority of such advertisers usually have multiple products or services that are available to share sponsorship of the various corporate properties. However, in some cases sponsors with limited product lines deliberately seek alternate sponsorship of two programs to secure exchange commercials with the alternate sponsor—and thus to avoid the necessity of using all of the available commercial time in one telecast for their single product.

Multi-program advertisers may be interested in several aspects of duplication between their programs.

One of the most frequent single uses of program duplication studies is in connection with evaluation of the effects that purchase of new program periods would have on the coverage and frequency that the sponsor is getting from current programs.

CHART 14 illustrates situations where the sponsor is facing a choice between several quite diverse alternatives as candidates for an additional program purchase.

Duplication analyses are sometimes used by multi-product advertisers to check the coverage and frequency levels that specific products would receive from various allocations in the corporate program structure.

Similarly, an advertiser may also use this type of analysis to check duplication between his own and his competitor's program.

Another frequent use of duplication analyses is in connection with evaluation of the audience potential for a new type of program in a specific time period. In these cases the audience flow between competing, preceding and following programs on each network is analyzed to determine the specific type and quality of home that could be most readily attracted by a new type of program.

CHART 12

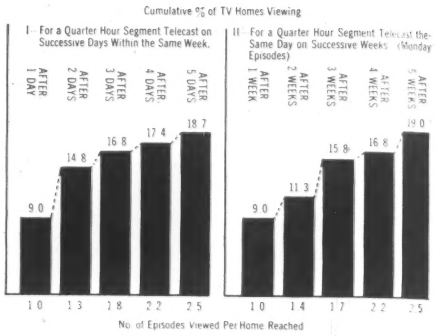


CHART 13

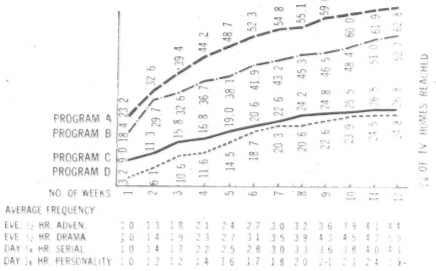
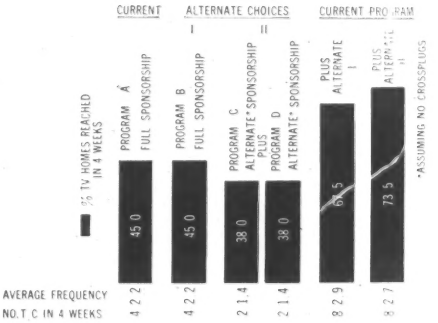


CHART 14

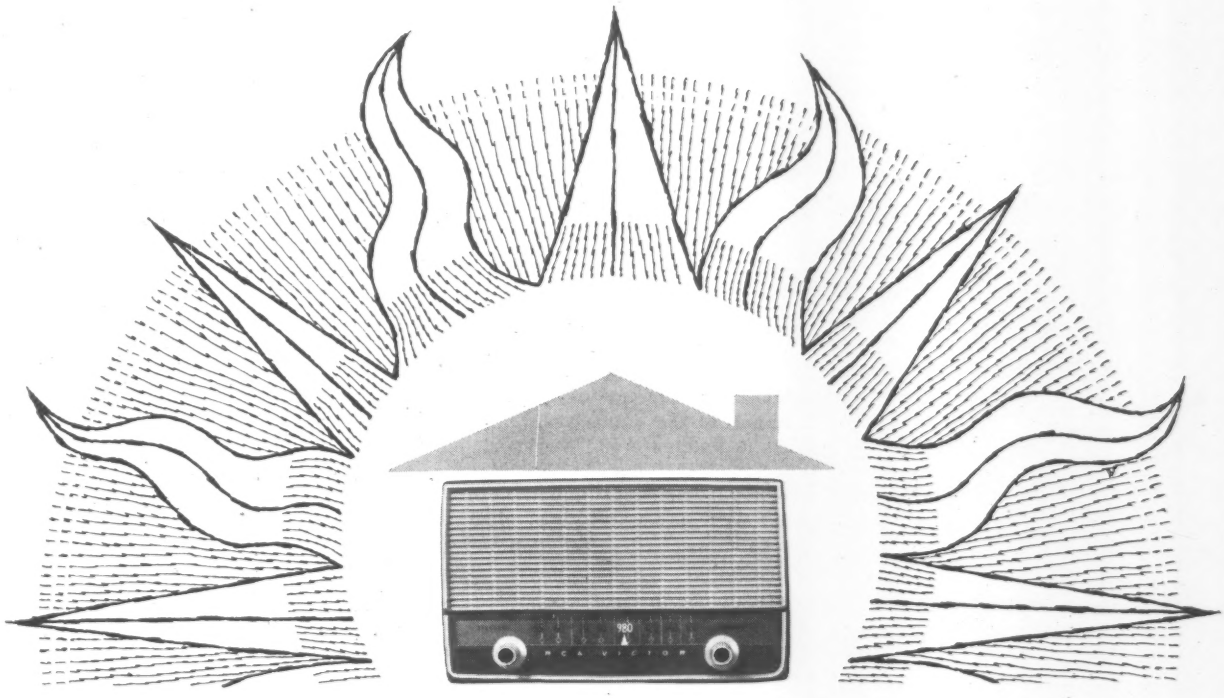


IN WASHINGTON, FROM 4 TO 7:30 PM, WRC IS THE SPEAKER OF THE HOUSE

In the nation's capital, WRC sets the listening pattern during the late afternoon weekday hours. During this time, WRC wins a 23.1% average share of audience . . . a 19.8% greater share than the second station and a 36.8% greater share than the third station! This impressive lead over all of Washington's 16 other radio stations reflects listeners' high regard for WRC's winning personalities in this period: Ed Walker, Tippy Stringer, Bill Sprague, Bryson Rash, Jim Simpson and Al Ross. Just as WRC Radio sets the pattern for listeners, you can set the pattern for buying in Washington on WRC. A call to WRC or NBC Spot Sales will start you off immediately!

WASHINGTON, D.C. **WRC · 980** SOLD BY NBC SPOT SALES

Source: NSI Report – Washington, D.C., Area – Dec.-Jan., 1958



SPECIAL AD TAXES *are outlawed in Maryland, effective Jan. 1, 1959, under the new law signed last Thursday in Annapolis. At signing (seated, l to r): Joseph Luber, speaker of the House of Delegates; Louis Goldstein, president of the Senate; Gov. Theodore R. McKeldin; (standing) Joseph Katz, Joseph Katz Co., Baltimore; unidentified; Judge Joseph Sherbow, council for WBAL division of Hearst and Maryland Advertising Council; Ashley Ogden, delegate; agencyman Louis Kahn; Wilbur Van Sant, Van Sant, Dugdale & Co.; unidentified; Delegate A. Gordon Boone, House floor leader, and unidentified person.*

McKELDIN SIGNS BAN ON AD TAX

- **Maryland outlaws advertising levy effective next year**
- **Governor calls Baltimore's ad taxes 'grievous error'**

Maryland Gov. Theodore R. McKeldin last Thursday signed into law a bill forbidding special advertising taxation by cities and counties within the state. The measure is effective Jan. 1, 1959.

The legislation is an aftermath of the ill-fated attempt by the City of Baltimore to shore up its budget by imposing taxes totaling 6% of gross on advertising and media. Enacted last November and put into effect Jan. 1, the new levies proved such an immediate depressant to local business that Mayor Thomas D'Alesandro reversed his stand Feb. 8 [ADVERTISERS & AGENCIES, Feb. 17]. Ordinances to repeal the ad taxes next Jan. 1 have been introduced in the city council and Mayor D'Alesandro has lent support to subsequent anti-ad tax bills in the state legislature.

Earlier bills against ad levies, sponsored by the Maryland Advertising Council, headed by agencyman Joseph Katz, ran into minor snags in committee when questions were raised as to whether the language of the measures was too broad and might thus exempt advertising media from taxes normally required to be paid.

A subsequent bill, introduced by Delegate Jerome Robinson and also supported by the Ad Council, contained revised language that facilitated passage through the House of Delegates and the Senate a fortnight ago. The measure went to Gov. McKeldin Feb. 27, who cleared the legal sufficiency of the bill with the state attorney general before signing the measure into law last Thursday.

The new law now spells out (1) that no tax on advertising sales may be imposed by a locality unless business in general is taxed at the same time and at an equal rate and (2) that no subdivision of the state can place a gross receipts levy on advertising or advertising media.

Gov. McKeldin, long on record in opposition to ad taxes, last week labeled the Baltimore levies as a "grievous error." Though slated to be rescinded next Jan. 1, a consolidated suit of 16 plaintiffs is still scheduled for hearing in Baltimore Circuit Court later this month. Media observers are delighted at the sudden anti-tax developments in Baltimore and Maryland, but still are anxious that the illegality of levies be established. Similar tax proposals flared up temporarily in other cities this winter, obviously inspired by the Baltimore city's ordinances.

One of the principal architects of the new Maryland law, Judge Joseph Sherbow, will give New Yorkers a first-hand report on the Baltimore battle of taxation next Wednesday. Judge Sherbow, counsel for the Maryland Advertising Council as well as Hearst's WBAL division, is to speak at the Radio & Television Executives Society luncheon on "Taxation of Advertising: The Threat, the Counterattack."

Agency Jockeying Ends As K&E Gets Lincoln

The tempo of musical chairs among automotive accounts and agencies slowed to a walk Thursday with Ford Motor Co.'s selection of Kenyon & Eckhardt to handle its $4-$5 million Lincoln and Continental lines.

The announcement followed Chrysler Corp.'s appointments of Leo Burnett Co. for its institutional and export accounts and Young & Rubicam for Chrysler Div. (Chrysler and Imperial) business [ADVERTISERS & AGENCIES, March 3].

The takeover date on Lincoln-Continental was not announced but was understood to be effective "immediately." K&E thus returns to Ford's Lincoln family, having previously serviced the account from January 1948 to September 1955. It inherits the line from Y&R, which first was understood to have been interested in snaring Buick and later got Chrysler Div. Buick went to McCann-Erickson after 22 years with Kudner [ADVERTISERS & AGENCIES, Dec. 23, 1957, *et seq.*].

Since Young & Rubicam already has started work on Chrysler Div., it's presumed in turn that K&E will begin servicing Lincoln at once. The latter last was active in network tv with the *Ed Sullivan Show* and used spot radio-tv this past fall.

Selection of Kenyon & Eckhardt gives that agency two of the three Ford main car lines—it already has Mercury—in the company's Mercury-Edsel-Lincoln stable. Foote, Cone & Belding has Edsel.

Edsel last week meanwhile revealed plans at dealer meets for a saturation spot radio campaign in about 400 markets this spring —for two weeks starting April 1, though details were not disclosed. Edsel hopes to build dealer traffic and utilize a "pony-naming contest" gimmick in spot announcements and on its NBC-TV *Wagon Train*.

At the same time Leo Burnett Co. was blueprinting plans to service its Chrysler corporate and export accounts. Aside from choosing William L. Diener, vice president, as management representative, and F. Strother Cary Jr., administrative vice president, as account supervisor, executive assignments have not been announced, though it's known the agency has set up a "task force" group to work on the account. Burnett's billings reportedly started to accrue March 1.

The return of Lincoln to K&E was announced Thursday by Joseph E. Bayne, general sales manager of Lincoln-Mercury in the M-E-L division. The fact it had handled the account for nearly eight years previously (relinquishing it to Young & Rubicam) "figured prominently" in its selection, according to Mr. Bayne. Additionally, K&E's national servicing force, including a Detroit office, was described as a major factor.

"The experience and long association which Kenyon & Eckhardt has had with the Lincoln account weighed heavily in determining the agency for the account today," Mr. Bayne stated.

K&E which maintains heavy staffing on

in these 24 major markets

WABC-TV—New York	KTVI—St. Louis	WDSU-TV—New Orleans
WBKB—Chicago	WEWS—Cleveland	WFLA-TV—Tampa
KTTV—Los Angeles	WJZ-TV—Baltimore	WBNS-TV—Columbus
WFIL-TV—Philadelphia	KFJZ-TV—Dallas-Ft. Worth	WMCT—Memphis
WXYZ-TV—Detroit	KING-TV—Seattle-Tacoma	KFRE-TV—Fresno
WHDH-TV—Boston	WPRO-TV—Providence	WOW-TV—Omaha
KGO-TV—San Francisco	WCPO-TV—Cincinnati	WNBF-TV—Binghamton
WIIC—Pittsburgh	KGW-TV—Portland	WFBG-TV—Altoona

Purse-suasion delivers 20 spots a week

for little more than the average time-and-talent cost of a daytime network quarter-hour

Let's play-back that headline, with amplification:

In the 24 key markets listed above, covering 60% of America's consumer buying-power, PURSE-SUASION delivers twenty sales messages every week, for little more than the average time-and-talent cost of one daytime network quarter-hour.

With so many "commercials" rotated week after week to cover a station's complete daytime audience, PURSE-SUASION combines the persistence of Saturation with the impact of Television. It reaches Mrs. America at home—during her business hours—when you can most easily focus her thoughts on the health and comfort of her family.

PURSE-SUASION rates mean low-cost selling for mass-market advertisers. Completely flexible—schedule a few markets, or coast-to-coast. Get the special presentation outlining the tremendous merchandising power of PURSE-SUASION. Phone your nearest Blair-TV office . . . or use the handy coupon now.

Sell Mrs. America with

PURSE SUASION

Penetrating Saturation with Daytime Spot-TV

BLAIR-TV Dept. K
415 Madison Avenue, New York 17, N. Y.

I'd like complete information about PURSE-SUASION —and how to use it most effectively. Please phone me for an appointment.

Name_____

Position_____

Company_____

Street Address_____

City & State_____ Phone_____

BLAIR-TV

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
TEmpleton 8-5800 SUperior 7-5580 KEnmore 6-1472 WOod'rd 1-6030 CHestnut 1-5686
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
ELgin 6-5770 RIverside 1-4228 DUnkirk 1-3811 YUkon 2-7068 ELliott 6270

Announcing . . .

AMERICAN RESEARCH BUREAU

1958 METROPOLITAN AREA COVERAGE STUDY

Field surveying completed in mid-February . . . reports issued mid-March . . . presents latest data on station coverage and tune-in preference in some 200 key television markets . . . outdates any existing coverage studies . . .

Numerous significant television station changes have taken place during the past year: changes in network affiliation, power and tower increases, new stations added. Each of these can affect your own TV operation—hence your need for the latest possible information about changes in facilities and resulting audience reaction.

This newest ARB "A to Z" is the only *industry-wide source of data on current TV problems caused by station overlap, network duplication, weak signal areas and other complex factors. As in the "Abilene to Zanesville" studies of 1955, 1956 and 1957, known throughout the industry, ARB has carefully selected the markets to be surveyed with the counsel of leading agencies, advertisers and the networks.*

Interviewing for the 1958 Metropolitan Area Coverage Study has been conducted using systematic directory sampling with over 500 separate telephone interviews completed in each of the metropolitan markets covered and 200 interviews where the complete county is covered.

For each market, the following are reported:

- Percent of homes having TV, including UHF saturation if any.
- Stations received in the market, with percent of TV homes able to receive each station and an indication of viewing frequency.
- Stations viewed most (1st and 2nd preference) for both daytime and evening.

NEW this year . . .

- ✓ **Coverage of the entire state of CALIFORNIA—county-by-county**
- ✓ **Complete data on COMMUNITY ANTENNA reception**

Contact any ARB office now to place your order for the 1958 Metropolitan Area Coverage Study.

Markets reported in the ARB *1958* Metropolitan Area Coverage Study:

ALABAMA
- Decatur

ARKANSAS
- Johnson County
- Scott County
- Washington County

CALIFORNIA
- Alameda County
- Alpine-Mono Counties
- Amador County
- Butte County
- Calaveras County
- Colusa County
- Contra Costa County
- Del Norte County
- El Dorado County
- Fresno County
- Glenn County
- Humboldt County
- Imperial County
- Inyo County
- Kern County
- Kings County
- Lake County
- Lassen County
- Los Angeles County
- Madera County
- Marin County
- Mariposa County
- Mendocino County
- Merced County
- Modoc County
- Monterey County
- Napa County
- Nevada County
- Orange County
- Placer County
- Plumas County
- Riverside County—East
- Riverside County—West
- Sacramento County
- San Benito County
- San Bernardino County
- San Diego County
- San Francisco County
- San Joaquin County
- San Luis Obispo County
- San Mateo County
- Santa Barbara County
- Santa Clara County
- Santa Cruz County
- Shasta County
- Sierra County
- Siskiyou County
- Solano County
- Sonoma County
- Stanislaus County
- Sutter County
- Tehama County
- Trinity County
- Tulare County
- Tuolumne County
- Ventura County
- Yolo County
- Yuba County

CONNECTICUT
- Meriden
- Middletown
- Putnam
- Torrington
- Waterbury

FLORIDA
- Daytona Beach
- Fort Pierce
- Live Oak
- Orlando

GEORGIA
- Americus
- Columbus
- Emanuel-Bulloch Counties
- Valdosta
- Washington County
- Waycross

ILLINOIS
- Bloomington
- Danville
- Freeport
- Galesburg
- La Salle-Peru
- Mattoon
- Springfield
- Streator

INDIANA
- Bloomington
- Lafayette
- Muncie
- Noble County
- Terre Haute
- Vincennes

IOWA
- Burlington
- Cass County
- Dubuque
- Onawa
- Page County
- Tipton

KANSAS
- Atchison
- Ft. Scott
- Great Bend
- Salina
- Shawnee County
- Topeka

KENTUCKY
- Lexington
- Madisonville
- Paducah

LOUISIANA
- Lake Charles
- Natchitoches

MAINE
- Auburn-Lewiston
- Kennebec County

MASSACHUSETTS
- Pittsfield
- Worcester

MICHIGAN
- Berrien County
- Cass County
- Houghton
- Jackson
- Monroe
- St. Joseph County
- Traverse City

MISSISSIPPI
- Gulfport-Biloxi
- Tupelo

MISSOURI
- Buchanan County
- Cape Girardeau
- Lawrence County
- St. Joseph
- Sedalia

MONTANA
- Glendive
- Miles City
- Missoula

NEBRASKA
- Lincoln

NEW MEXICO
- Otero County

NEW HAMPSHIRE
- Keene
- Manchester

NEW YORK
- Binghamton
- Elmira
- Jamestown
- Kingston
- Massena
- Niagara County
- Ogdensburg
- Oneida
- Utica
- Watertown

NORTH CAROLINA
- Bertie County
- Davidson County
- Davie County
- Elizabeth City
- Hickory
- Jacksonville
- Moore County
- Rutherford County
- Salisbury
- Scotland County
- Watauga County

NORTH DAKOTA
- Bismarck
- Dickinson

OHIO
- Allen County
- Harrison County
- Mahoning County
- Middletown
- Portsmouth
- Summit County
- Trumbull County
- Van Wert County

OKLAHOMA
- Ardmore
- Guymon
- Sequoyah County

OREGON
- Eugene
- Jackson County
- Klamath County
- The Dalles

PENNSYLVANIA
- Chambersburg
- Lancaster
- Lebanon County
- Lewistown
- Mercer County
- New Castle
- Oil City
- Washington
- Williamsport

SOUTH CAROLINA
- Chesterfield County
- Fairfield County
- Orangeburg County
- Union County

SOUTH DAKOTA
- Haakon-Jackson Counties
- Yankton

TENNESSEE
- Jackson

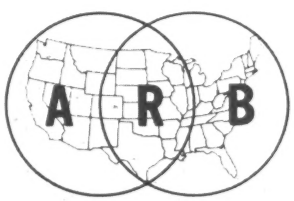
TEXAS
- Hillsboro
- Laredo
- Lufkin
- Mount Pleasant
- Waller County

VIRGINIA
- Accomack County
- Albemarle County
- Danville
- Essex County
- Greensville County
- Mecklenburg County
- Prince Edward County
- Surry County

WASHINGTON
- Ephrata
- Longview

WEST VIRGINIA
- Clarksburg
- Mercer County
- Morgantown
- Parkersburg
- Williamson

WYOMING
- Casper



AMERICAN RESEARCH BUREAU, INC.

WASHINGTON • *4320 Ammendale Road, Beltsville, Md. WEbster 5-2600*
NEW YORK • *400 Park Avenue, New York 22, N. Y. PLaza 1-5577*
CHICAGO • *2105 Tribune Tower, Chicago 11, Ill. SUperior 7-3388*
LOS ANGELES • *6223 Selma St., Hollywood, Calif. HOllywood 9-1683*
ADVERTISER SERVICE • *341 Madison Avenue, New York 17, N. Y. MUrray Hill 4-5990*

Mercury in Detroit as well as in New York, will set up a separate staff and facilities to service Lincoln "totally apart from Mercury," it was explained. K&E also handles Lincoln-Mercury Dealers Assn.

Meanwhile, rumblings that Edsel may be dissatisfied with Foote, Cone & Belding, in view of that automobile's somewhat ailing sales record were scotched by Eldon E. Fox, manager of Edsel's advertising department. He told BROADCASTING there is no basis of truth in the reports and pointed out Edsel enjoyed a substantial sales increase the first few weeks in January. There have been recurring rumors that once Ford lines up its new Lincoln agency, it may make another agency switch involving one of its other car accounts.

Some 40 people working on the Edsel car account at Foote, Cone & Belding in Detroit have been transferred to the agency's Chicago office because of the formation of Ford Motor Co.'s new Mercury-Edsel-Lincoln division.

At the same time, FC&B confirmed the retirement of Robert F. Hussey, media vice president in its Detroit office, but revealed no successor.

Personnel shifts were attributed to a desire for "streamlining" FC&B's Detroit office where some 60 people have been servicing Edsel. Involved in the move is much of the media operation, which now will be concentrated in Chicago. Charles S. Winston Jr. remains in Detroit as office manager and Edsel account supervisor.

Agencies Continue to Solicit Loose Swift, Quaker Accounts

The disengaged Swift and Quaker food accounts were still loose last week, despite a deluge of agency solicitations and an equally heavy amount of speculation.

Popular favorites were McCann-Erickson, for the $3.5 million Swift business resigned by J. Walter Thompson Co. (M-E already has a substantial chunk of Swift—dairy, poultry, meat and ice cream products), and JWT for the Quaker Oats $3.5 million Ken-L product line pulled out of Needham, Louis & Brorby Inc. Grant Adv. and other agencies have solicited both Swift and Quaker. JWT already handles Quakers' Aunt Jemima line.

In dropping Swift, Thompson severed a 65-year-old association with the meat packer firm and culminated a series of developments involving the switch of other Swift products to other agencies in recent years. Ray Weber, Swift advertising manager, took part in agency discussions all day Thursday.

While at NL&B, Quaker has sponsored NBC-TV's *Jane Wyman Show* for its Ken-L products. For Swift the Thompson agency has CBS-TV's daytime block *(House Party, Verdict Is Yours* and *As the World Turns*). As it was speculated that relinquishment of Swift might clear the way for JWT to handle additional Kraft Food Co., products, JWT was revealed to be relinquishing its role as producing agency for *Kraft Television Theatre* but retaining control of commercials. Thompson handles salad products and cheese and NL&B oil, shortening and margarine for Kraft.

FOREMAN TALKS UP MONTHLY SHOW IDEA

- **Explains tv concept to RTES**
- **ABC-TV may try out new plan**

MONTHLY ROTATION • *New concept of network programming, in which weekly one-hour shows would be sponsored by four rotating sponsors—each advertiser responsible for one show every four weeks—has been conceived by Robert Foreman, vice president in charge of tv-radio for BBDO [now executive vice president, plans board]. He is cooperating with Oliver Treyz, vice president in charge of ABC-TV [now president], on plan whereby concept would be instituted by ABC-TV next year.* —— [CLOSED CIRCUIT, Nov. 25, 1957].

Talks between Messrs. Foreman and Treyz on the projected plan are continuing but ABC-TV has not yet accepted the concept, Mr. Treyz said last week.

The "Foreman Plan" cropped up again in New York a fortnight ago when Mr. Foreman urged the project in addressing a timebuying and selling seminar of the Radio & Television Executives Society. He maintained that network tv can offer "something better" than current fare and that rotation would improve program quality while increasing an advertiser's effectiveness.

He suggested the networks set aside a full hour of premium evening time every four weeks, these hours to be used by the corporate-type advertiser on a rotation plan. Four advertisers then each would sponsor 13 programs (or hours) per year. Because of advance planning, promotion and audience buildup, the advertiser—particularly the corporate advertiser—would attract greater audiences resulting in a lower cost per thousand viewers.

In the monthly show pattern, he explained, the corporate advertiser—"who puts pride over ratings and the corporate image over the cost-per-thousand"—would spend little more than he would for a regular half-hour series on a 26-week basis but would achieve identity with a program while generating excitement with an individualistic program property.

By working in concert for quality programming, networks and advertisers would answer charges of "trivia and boredom" and prevent tv "from going Madison Avenue or Hollywood."

Mr. Foreman documented his talk with slides charting increased costs of specific tv programs, illustrating for example how a half-hour program moved upward from $12,000 in time and $13,900 in talent in the 1950-51 season to $58,900 in time and $65,200 in talent this season, and another show originally an hour-long musical from $20,000 in time and $11,500 in talent in the 1949-50 season to a half-hour dramatic show with costs of $62,300 in time and $50,700 in talent this season.

Mr. Foreman ran off filmed commercials used by two network advertisers handled by BBDO (Timken and DuPont) to illustrate the establishment of corporate image as well as use of "sell." He discussed the sales effectiveness of commercials by revealing comparative scores made by identical commercials when placed in different type programs.

SRA: '57 Radio Spot Nearly $184 Million

The Station Representatives Assn. last week estimated that national spot time sales on radio in 1957 were $183,987,000, a 26.5% gain over spot volume in 1956.

The SRA estimates, which are based on reports from members of the association, were considerably higher than 1957 spot estimates compiled by BROADCASTING and published Feb. 24. BROADCASTING, which bases its annual reports of radio and tv time sales on surveys of stations, estimated that national radio spot time sales in 1957 were $164,301,000, up 13% over 1956. The 1956 figures quoted by both SRA and BROADCASTING were those issued by the FCC. The FCC reported that spot time sales in 1956 were $145,461,000.

According to the SRA estimates released last week, the 1957 spot volume was broken down by quarters of that year as follows: first quarter, $44,409,000; second quarter, $42,359,000; third quarter, $44,626,000; fourth quarter, $52,593,000.

Revlon Set to Participate On NBC-TV's 'Perry Como'

Without any fanfare, Revlon Inc., New York, is getting set to move in as an advertiser on NBC-TV's top-rated *Perry Como Show*.

Revlon's route will be via the portion now occupied by Knomark Mfg. Co., Brooklyn, N.Y., which Revlon bought for an estimated $9 million earlier this year [ADVERTISERS & AGENCIES, Jan. 13], thereby getting into the shoe-polish business. Last week, NBC-TV quietly gave "clearance" to Revlon to showcase some of its products in the alternate-week Esquire shoe polish slot, with the proviso that these products do not conflict with items produced by Toni Div., Gillette Co. and Max Factor Co. Reason: Toni shares the tab with R. J. Reynolds Tobacco Co. for Art Linkletter's *People Are Funny*, Saturday, 7:30-8 p.m. which precedes *Como*, and Factor sponsors the *Polly Bergen Show* on alternate weeks in the 9-9:30 time slot.

Revlon shortly will close Desilu's *Walter Winchell File* on ABC-TV and unconfirmed reports persisted that the cosmetics firm is considering pulling out of EPI's *$64,000 Challenge* which it shares with P. Lorillard Co. on CBS-TV. Should the latter be true, it would leave Revlon with only one weekly tv network program—a situation which could hurt the cosmetics firm. This is why observers felt that while Revlon will initially introduce Top Brass hair cream for men on *Como*—a product that was successfully tested via spot tv in the West [BUSINESS BRIEFLY, Feb. 24]—it is more than likely that "sooner or later" Revlon will enlarge its share of *Como*.

Your Omaha money talks biggest ...where the biggest Pulse is!*

The latest Pulse (Dec.) says what Pulse had been saying for years. First a.m.; first p.m.; first all day!

32 out of 40 first place quarter hours! These are the measures of KOWH's continuing dominance of Omaha's radio day, a dominance extending over 7 years.

The reasons: Programs and personalities that get through to people. Good coverage, too, on 660 kc.

Talk to Adam Young or KOWH General Manager Virgil Sharpe.

*Dec., 1957

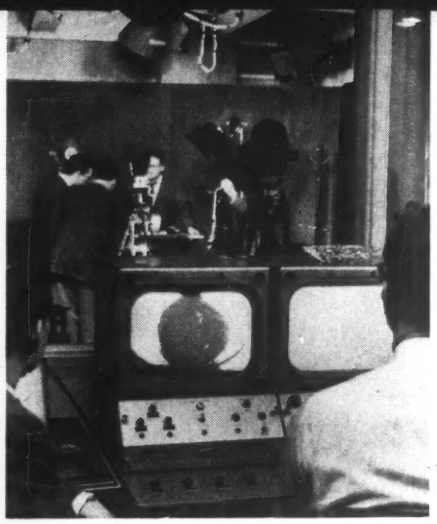
KOWH OMAHA

Represented by Adam Young Inc.

FROM MADISON TO FIFTH WITH B&B

PHOTOS BY LOUIS NEMETH

BENTON & BOWLES *executives work out a tv problem in the conference room (l to r): Lew Wechsler, media liaison; Bill Schneider, business manager; "Ollie" Barbour, programming vice president; Thomas McDermott, vice president in charge of radio and tv; Larry White, tv programs supervisor, and Erwin Segelstein, director, film operations.*



LOOKING *into the tv workshop from the control room, staffers watch a studio experiment with a spoonful of Maxwell House coffee, seen on the control board in the foreground. The workshop itself is a 676 sq. ft. soundproof room with three tv cameras and a monitor unit.*

MODERN TONE *of Mr. McDermott's office is typical of the executive offices.*

SETTING UP *film for rear-projection into one of the four viewing rooms facing the film library (l to r): Mr. Barbour, film librarian Harvey Zuckerman and Mr. McDermott.*

Benton & Bowles, after 29 years, has moved from historic Madison to fashionable Fifth in New York's newest skyscraper: 666 Fifth Ave. The agency occupies 137,000 square feet on six floors, and houses one of the most formidable installations of radio-television equipment in the country.

The lavish operation includes facilities for production and presentation of closed-circuit television programs from a live studio as well as from film and slide projectors. The output of two live tv cameras and one film camera can be switched, mixed, coordinated and distributed by a control console which was especially designed for the agency. Programs can be viewed in any one of five viewing rooms plus a conference room, with provision for future expansion to additional viewing points when required.

The special switching facilities designed by Visual Electronics Corp. make it possible for agency executive and client in any given viewing room to take their choice of off-the-air programs, closed-circuit live tv or closed-circuit tv film.

Four of the tv viewing rooms offer 16 mm film viewing facilities as well, installed to simulate tv by means of rear projection. The fifth viewing room is actually a miniature theatre which includes, in addition to a monochrome monitor with tuner for either closed-circuit or off-the-air reception, a 21-inch color receiver and a built-in motion picture screen for 35 mm projection.

Other audio-visual facilities include a sound recording film projector as well as kinescope recording equipment which permits Benton & Bowles to make video recordings of either closed-circuit or off-the-air programs, with sound recorded simultaneously or dubbed in subsequently.

The spectacular new Benton & Bowles quarters makes the latest leap forward in an agency history that began in the year of the crash with a single account.

In 1929, William Benton and Chester Bowles opened for business with one General Foods product, a bottled pectin called Certo. The billing was substantially less than $1 million. In 1932, Atherton W. Hobler, a St. Louis advertising wizard, joined B & B as a partner, and by the end of the year the billing had grown to $7 million.

In 1936 William Benton sold out his shares to pursue his career in government; Mr. Bowles followed suit in 1942. Today the stock is owned by 55 employes of the company and the principal holders are Atherton W. Hobler, chairman of the executive committee; William Baker, chairman of the board, and Robert E. Lusk, president of the agency. No single individual owns more than 20% and no one who is not active in day-to-day work of the agency is a stockholder.

Currently the agency is billing $93 million ($54.5 million in radio-television) and the client list includes 22 major advertisers. Thomas McDermott is vice president in charge of the radio-television department.

The radio and television accounts of the agency include Borden Co., Carling Brewing, Florida Citrus Commission, General Foods, S. C. Johnson, Kentile, H. C. Moores, Philip Morris, Mutual Life Insurance, Norwich Pharmacal, Procter & Gamble and Schick Inc. Other accounts: Allied Chemical, American Express, Assn. of American Railroads, Avco Mfg., General Aniline & Film Corp., Eversharp Inc., International Business Machines, Railway Express Agency, United Newspapers Magazine Corp. and Western Union Telegraph Co.

BELIEVABILITY

precludes distortion of the facts

*here are the **Flint** facts*
as authenticated by ARB

The Flint Television Audience — January, 1958

Station Share of Sets-in-Use Summary:

	WWJ-TV (NBC)	Station B Detroit (CBS)	Station C Bay City (NBC)	Station D Lansing (All)	Station E Detroit (ABC)	Other
Sign-On to Sign-Off	34.9	31.8	19.1	6.3	5.9	2.9

Two Detroit stations run one-two in Flint in survey after survey after survey.

People are not misled by such a weird claim as "First in Flint in Signal Strength," or by such a blatant statement as "Favorite in Flint," with no facts to support the claim. Here are a few examples to prove the fact:

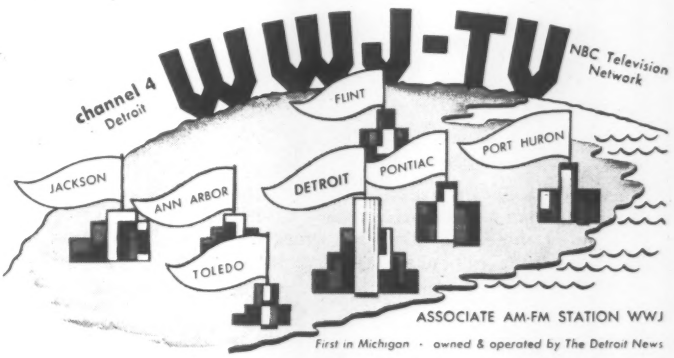
The Flint Television Audience -- ARB — January, 1958

Program Carried By All Three Stations	WWJ-TV Detroit	Station B Bay City	Station C Lansing
Wide Wide World January 5, 1958	40.2	19.9	6.0
Tales of Wells Fargo January 6, 1958	35.5	15.3	3.3
Father Knows Best January 7, 1958	30.6	14.9	2.0
"M" Squad January 10, 1958	23.9	10.0	4.3
Perry Como January 11, 1958	29.6	14.3	3.0

FIRST IN DETROIT!
(January 1958 ARB)

FIRST IN FLINT!
(January 1958 ARB)

FIRST IN BELIEVABILITY!
(Month after Month)



National Representatives: Peters, Griffin, Woodward, Inc.

Burnett Makes Appointments Affecting Chrysler Account

Key appointments were effected last week by Leo Burnett Co. as an aftermath of its assignments to handle Chrysler Corp.'s institutional and export passenger car accounts.

John Coulson, research department manager, and Guy Saffold, account supervisor, were elected vice presidents and Paul Synor rejoined Burnett from J. Walter Thompson Co. as television copy supervisor. Mr. Coulson came to the agency as a research analyst in 1950 and Mr. Saffold, former advertising director of Charles Pfizer & Co., joined two years ago as account executive.

In a move directly involving the new Chrysler business, Don Tennant, vice president in charge of Burnett's new tv exploration and development program, was assigned to live commercials for Chrysler's *Climax* series on CBS-TV. Mr. Tennant, former tv copy supervisor, also will serve as a member of the agency's new task force on Chrysler. His position encompasses the study of "new forms and techniques for commercials." Jack Hirschboeck, vice president, supervises training-development for tv commercials.

AM&F Names Cunningham & Walsh

The American Machine & Foundry Co. has appointed Cunningham & Walsh effective March 31 to handle advertising for the corporate operation and 11 divisions. This means a pickup in billing for C&W of an estimated $1.7 million. C&W, meanwhile, was being considered along with others by the Crown Zellerbach Corp. (paper products), San Francisco, for its institutional advertising. C&W through its acquisition of the former Brisacher, Wheeler & Staff on the West Coast acquired Crown Zellerbach's consumer product advertising. The corporate account has been handled by the Gene K. Walker Agency. AM&F, which moves to C&W from Fletcher D. Richards Inc., sponsors a bowling show on ABC-TV and is a former *Omnibus* participant.

Girl Scout Organization Produces Color Tv Spot

Girl Scouts of the U. S. has produced its first color tv spot which is being introduced on networks and local stations during Girl Scout Week, March 9-15, honoring the organization's 46th anniversary. The spot is titled "Girl Scouting Is Dandy" and is based on children's drawings of Girl Scout activities. Narrated by a 10-year old, it was produced in association with Bill Stoneback, Weston Woods Studio, Weston, Conn.

Crayon drawings made by Scouts were redrawn within film limitations with black felt pen for bold outline and pastels for color. Experimentation with both children's drawings and artists' facsimilies was done at NBC with the cooperation of Ed Bennett, head of scenic and graphic design. Photographic processes were tested to preserve colors and carry through the best transmission on tv. The spot was photographed in iconographic technique by use of an Arriflex 16mm. camera with Zoomar lens. The art work was moved, not the camera. Shot in commercial Kodachrome, the spot was printed on Ansco reversal color film. The result was a low budget tv spot with high quality effect.

Rose Schiller, Girl Scouts, radio-tv division, conceived the original visual material and wrote the narration. Carol Hale supervised the production for the Scouts. Other tv materials released at the same time are the "Susie Scout" series of three one-minute black and white film spots and a set of five tv slides promoting the Girl Scouts' 1958 theme, "You Can Count on Her."

Ayer to Move Writers, Artists To Philadelphia in Integration

N. W. Ayer & Son, Philadelphia, has announced that all writers and artists at the agency will be integrated into a single department to handle tv, radio, public relations, outdoor, promotional and direct mail copy. The headquarters of the department will be in Philadelphia.

Writers and artists who formerly were in the radio-television department in New York will be shifted to Philadelphia and absorbed into the creative department over a period of a few months. The radio-tv department will continue in New York under the direction of James E. Hanna, vice president in charge of radio-tv. Personnel concerned with the direct production of commercials, both live and on film, will remain in New York.

The purpose of the move, according to an Ayer spokesman, is to put into operation a unified concept of creative work for all media.

Lorillard Makes ABC-TV Purchases, May Spend More in Television

P. Lorillard Co., New York, last week indicated a willingness to spend more money in broadcasting by ordering from ABC-TV two program availabilities next season, contingent on that network clearing "good" time on a satisfactory station lineup.

Programs involved are a new Ziv Television Programs film package titled *Rough Riders* and the John Daly 10:30-45 p.m. news strip. Details remain to be worked out between the network and Lennen & Newell, New York, Lorillard's agency, with considerable study being placed on a time slot for *Rough Riders*.

It is possible that more money will be funneled to spot, though confirmation could not be obtained from either client or its agency. With some $3 million riding on combined spot in the 20-week period ending in mid-June just for the new Old Gold "Straight" blend cigarette [ADVERTISERS & AGENCIES, Jan. 20], there were reports last week that if Lorillard plans to revitalize and improve the present OG filter-tip brand—as it's understood to be doing according to Dow-Jones, financial news service—then this brand will come in for an accelerated broadcast push. This assumption is based on past performance at Lorillard, which upped Kent's budget when that cigarette's new filter was hailed as "best."

Lorillard's present network tv lineup looks like this:

For Kent Filter, Lorillard has *Richard Diamond, Private Detective* on CBS-TV (Thurs., 8-8:30 p.m.) and alternate week sponsorship (with Revlon Inc.) of EPI's *$64,000 Challenge* (Sun., 10-10:30 p.m.). The *Diamond* contract expires at the end of June and it's undecided now whether Lorillard will renew. Lennen & Newell declined comment on recurrent reports that Lorillard was considering bowing out of *Challenge* along with Revlon Inc. (see story, page 58).

On NBC-TV Lorillard (for Old Golds)

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,216,000 people in the U. S. over 12 years of age during the week Feb. 23-March 1. This is how they spent their time:

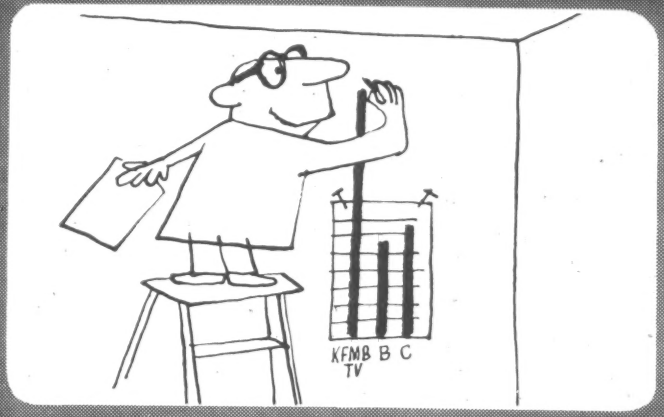
71.2%	(88,442,000) spent	1,832.5 million hours	WATCHING TELEVISION
59.3%	(73,660,000) spent	1,081.3 million hours	LISTENING TO RADIO
83.1%	(103,223,000) spent	421.5 million hours	READING NEWSPAPERS
35.3%	(43,848,000) spent	211.8 million hours	READING MAGAZINES
23.3%	(28,942,000) spent	350.5 million hours	WATCHING MOVIES ON TV
23.0%	(28,541,000) spent	110.8 million hours	ATTENDING MOVIES*

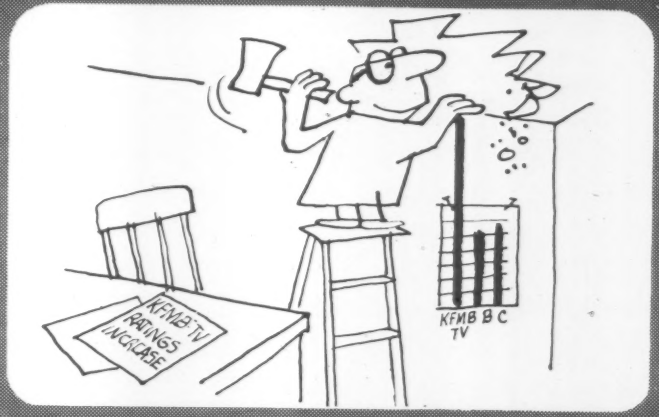
These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

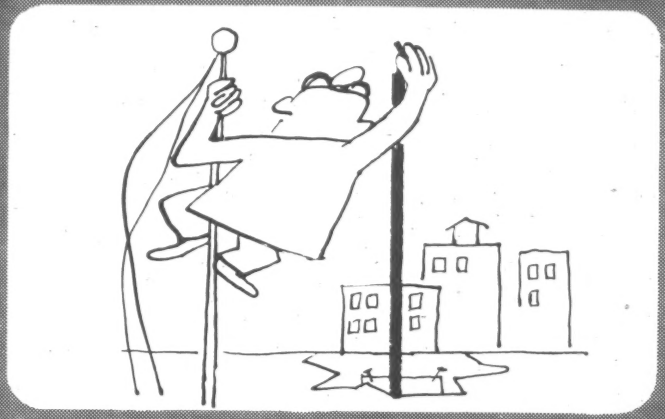
* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

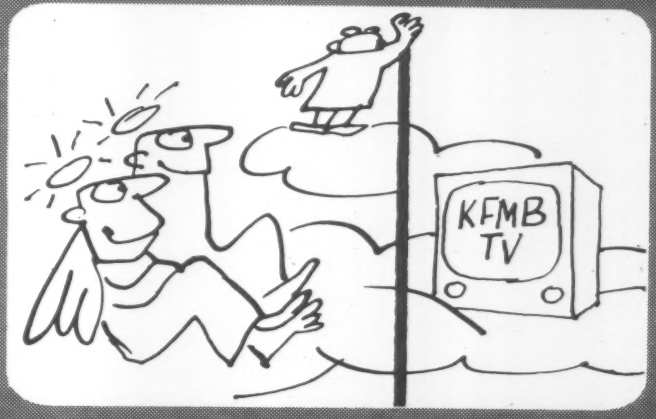
SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 107,579,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 41,671,000 U. S. households with tv; (3) 45,764,000 tv sets in use in U. S.

Our ratings are higher in saturated San Diego!









Of the top 25 shows in the sykrocketing San Diego Market, 23 are on KFMB-TV. All of the top 10 shows are on KFMB-TV and 19 of the top 20 are on KFMB-TV. In addition, 81% of all shows on KFMB-TV gained rating points over the previous Nielsen Rating.*

* *Nielsen Station Index, Nov., 1957*

KFMB 8 TV

CBS

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

will drop its full sponsorship of *Court of Last Resort* (Fri., 8-8:30 p.m.) April 18, but will continue in that time slot as alternate sponsor with Chemstrand Corp. (Doyle Dane Bernbach, N. Y.) of Goodson-Todman's *Jefferson Drum* filmed western series. This contract runs through next October.

Also for OG's and on NBC-TV, Lorillard on Sundays, effective April 6, will share sponsorship of *Point of Impact* (formerly McCadden Productions' *Panic!*) with Royal McBee Corp. (Young & Rubicam) in the 7:30-8 p.m. slot. (Chemstrand and Royal McBee for the past months have shared sponsorship of *Sally* in that period on NBC-TV.) Should Lorillard stay with all the above-listed programs through next fall, it would give the tobacco firm a three-network spread. It also would place it well into the $11 million broadcast-spending category [ADVERTISERS & AGENCIES, Sept. 2, 1957].

Lorillard Sets Talk in D.C. On Cigarette Ad Regulation

Lewis Gruber, president of P. Lorillard Co., will speak to a lunch meeting of the Advertising Club of Washington tomorrow (Tuesday) on cigarette advertising and federal regulation. The head of the firm which produces Kent filter and Old Gold cigarettes and other tobacco products is expected to comment on government reports linking smoking to lung cancer and an ensuing stir of official interest in cigarette ad claims. The luncheon is at 12:30 p.m. at the Presidential Arms.

After the House Government Operations Committee issued a report criticizing filter-tip cigarette advertising [GOVERNMENT, Feb. 24], Mr. Gruber issued a statement defending the "Kent filters best" copy plank. The Federal Trade Commission at present is working with tobacco manufacturers on a set of standards to measure nicotine and tar content in cigarette smoke.

Dollard Tells How Media Buyer Works With Other Y&R Groups

How the media buyer at Young & Rubicam works with the product group and the plans board was described Thursday in New York at a Radio & Television Executives Society timebuying and selling seminar.

William P. Dollard, Y&R media buyer, outlined procedures starting with initial media planning by the product group and carrying through the agency's plans board which makes its suggestions and renders opinions. As expressed by Mr. Dollard, if the plans group doesn't like the media plan, the product group—made up of account executive and a member of each of the agency's creative and service departments—just starts all over again.

As to client-buyer relationship, Mr. Dollard, a senior buyer on top General Foods products at Y&R, said he preferred Y&R's approach of group relationship—that is, letting the account executive or supervisor speak to the client for the whole group. "It takes the buyer off the spot," noted Mr. Dollard.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

MAIL ROOM NEWS • National Federation of Post Office Clerks (AFL-CIO), Washington, D. C., is investing about $4,100 on Mutual to sponsor special one-time-only program on network March 7 (7:15-7:30 p.m.). Program will discuss postal employes' wages. Agency: Keats, Allen & Keats, Washington, D. C.

EXPANSION FORECAST • Look for Venus Pen & Pencil Corp., Hoboken, N. J., to enlarge tv budget next fall. Venus, through Doyle Dane Bernbach, N. Y., has been holding line at very limited tv spot drives before school terms and Christmas, but is said to be thinking now of participating extensively in children's tv programming next autumn.

REYNOLDS GOES REGIONAL • R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., has signed for regional campaigns in Midwest and South, using Ziv Television Programs' *Sea Hunt* and *Highway Patrol* half-hour tv film series on alternate weeks for 26 weeks each. Each series will be shown in 25 different markets in midwestern and southern areas. Agency: William Esty Co., N. Y.

ABN FANS • Nylonet Corp., Miami, Fla., in its first use of network radio, has signed for sponsorship of two American Broadcasting Network's *Weekday News* broadcasts a week for 26 weeks and Chevrolet Motor Div., Detroit, has renewed its sponsorship of John Daly's evening newscasts also for 26 weeks. Nylonet order is effective immediately, Chevrolet renewal March 10. Agencies are McCann-Erickson, N. Y., for Nylonet and Campbell-Ewald Detroit for Chevrolet.

BIT FOR SPOT TV • American Motors Corp. (Rambler), Detroit, network radio advertiser and one-time network tv participant (*Disneyland* on ABC-TV), may allocate modest budget for spot tv. Small-car advertiser reportedly conferring with agency, Geyer Adv., Detroit, for spot tv campaign that would run about 10 spots weekly in some 70 markets.

REDUCER, EXPANDER • Looming as big spender in drug field is newcomer Regimen reducing pill (Drug Research Corp., N. Y.). Already in 35 tv markets, Regimen last Wednesday opened up 15 southwest metropolitan areas, after Easter will break in 25 Regimen markets now using newspapers exclusively. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

AT OAKLEY EXPENSE • Corn Products Refining Co. (Bosco milk amplifier, other products), N. Y., has signed for segments of three daytime shows on ABC-TV (*Sir Lancelot, The Buccaneers* and *American Bandstand*) starting week of April 7 (quarter-hour segment on each show) using budget used in alternate week sponsorship of *Annie Oakley* in 55 markets for 13 weeks.

THE heaviest radio schedule ever placed by a local retailer on WLAC Nashville, Tenn., is set for Cain Sloan Department Store by (l to r) James M. Ward, WLAC account executive; W. W. Davis, sales promotion manager of Cain Sloan Co.; W. W. Dillon, Clayton-Dillon Advertising Agency, and E. G. Blackman, WLAC sales manager. The Cain Sloan order calls for eight 5-minute programs per day, Monday through Friday, two on Saturdays and an hour on Sundays, 43 programs a week. Cain Sloan is a member of Allied Stores.

Latter schedule will be dropped in April. Donahue & Coe, N. Y., is agency.

SNUFF SELLING • United States Tobacco Co. (Banjo Snuff), N. Y., reported planning spot radio campaign in approximately 15 markets, starting in few weeks. Agency: C. J. LaRoche & Co., N. Y.

CBS ROUNDUP • Curtis Publishing Co., Philadelphia, through BBDO, N. Y., has renewed weekly quarter-hour segment of CBS' *Arthur Godfrey Time* for 52 weeks beginning April 8. Dodge Div. of Chrysler Corp., Detroit, has renewed four weekly CBS "Impact" segments for four weeks beginning March 4, and Cowles magazines (*Look*), N. Y., has ordered three "Impact" segments between March 6 and 9. Agencies are Grant Adv., N. Y., for Dodge, and McCann-Erickson, N. Y., for Cowles.

In CBS-TV's programming lineup, Armour & Co. (Dial soap), Chicago, has signed for alternate-week half hours of CBS-TV's *Perry Mason* (Sat. 7:30-8:30 p.m.) effective March 29. Pillsbury Mills Inc., Minneapolis, has purchased half-hour sponsorship of series on April 5 and 12 prior to that advertiser's alternate-week half-hour sponsorship of network's *Playhouse 90* (Thurs. 9:30-11 p.m.) starting May 1. Agencies are Foote, Cone & Belding, Chicago, for Armour, Leo Burnett Co., Chicago, for Pillsbury.

JUICY NEWS • Welch Grape Juice Co. (fruit jams, preserves, fruit juices and soft drinks), Westfield, N. J., has signed 26-week order for quarter-hour each Tuesday of ABC-TV's *American Bandstand* (Mon.-Fri. 3-3:30 and 4-5 p.m.), beginning March 4. Richard K. Manoff, N. Y., is agency.

ask any Oklahoma housewife

. . . about the vital part WKY-TV plays in her shopping! She'll tell you that WKY-TV has been her buying guide for years, and a pantry check will prove it. You'll find most of her brand-name items have been advertised on WKY-TV!

WKY-TV enjoys the loyalty and trust of housewives to a degree almost unbelievable to anyone who has not been to Oklahoma. This is reflected in both retail sales and in a remarkable coverage and rating story. Ask your Katz man!

WKY-TV

OKLAHOMA CITY

NBC Channel 4

THE **WKY** TELEVISION SYSTEM, INC.
WKY OKLAHOMA CITY
WTVT TAMPA - ST. PETERSBURG
WSFA-TV MONTGOMERY

Pioneering Color TV

Represented by the Katz Agency

March 18 Publication Date Set For ARB Metropolitan Tv Report

American Research Bureau will publish its fourth annual report on television station tune-in and reception on March 18, James W. Seiler, ARB director, has announced. The 1958 A-to-Z (Abilene-to-Zanesville) Metropolitan Area Coverage Study covers 209 markets, showing significant changes during the past year in such respects as facilities and network affiliation.

Two new features on the 1958 A-to-Z report are county-by-county coverage of the entire State of California and complete information on community antenna reception, Mr. Seiler said.

The ARB study provides data on station overlap, network duplication and weak signal areas. Figures for each market show the percentage of tv homes (with uhf conversion also), stations received in the market, proportion of homes able to receive each station, frequency of viewing and stations viewed most (with first and second preferences) for daytime and evening.

The A-to-Z reports are based on systematic directory sampling with 200-500 completed telephone interviews in each market, according to Mr. Seiler. Areas were selected with the counsel of agencies, advertisers and networks.

S.O.S. to FC&B Chicago

General Foods Corp. announced last week that Foote, Cone & Belding in Chicago will handle its S. O. S. division effective next July 1. The account will be serviced at FC&B's Chicago office because active management of the S. O. S. division will be centered in that city (parent GF is in White Plains, N. Y.). FC&B, Chicago, already services the Perkins Div. of General Foods in that city. The S. O. S. account formerly was handled by McCann-Erickson's San Francisco office.

American Express Returns to TV

American Express Co., New York, is understood to be making its first use of network television in seven years this spring—perhaps to sell Americans on using American Express facilities when they go abroad this summer as tourists. On April 5-6, American Express will sponsor the Masters Golf Tourney from Augusta, Ga., on CBS-TV. Details are presently being worked out between the network and Benton & Bowles. The advertiser last made use of tv in 1950-51. In 1950 it experimented with a regional football game, the following year covered the return to the U. S. of Gen. Douglas MacArthur after his dismissal as head of U. S. forces in the Far East and U. N. commander in Korea.

Hooper Auto Radio Unit Set

Establishment of Hooper Auto Radio Service as a newly-created division of C. E. Hooper Inc. and appointment of Hugh Riker as its director has been announced by Hooper President Frank Stisser. Mr. Riker formerly operated Auto Radio Surveys, Albuquerque, N. M., collecting and reporting data relating to mobile radio audience. The system used the personal interview technique. Mr. Riker said the automobile radio surveys would be conducted by the new Hooper division jointly with Hooper in-home market studies, and that form of presentation—whether in the same report with in-home data or separately, for example—would be determined within the next few weeks.

Lorillard Joins Braves Am Team

P. Lorillard Co. (Kent cigarettes), through Lennen & Newell, has signed for one-third sponsorship of Milwaukee Braves radio coverage on a regional network of 41 stations, it was reported last week. Lorillard joins Miller Brewing Co. (now in its sixth year) and Clark Oil & Refiining Co. (in its third), as sponsors of the Braves baseball broadcasts, carried in Milwaukee by both WEMP and WTMJ. Agency for Miller and Clark is Mathisson & Assoc., that city. Sponsorship includes a 23-game exhibition slate, plus all road and home contests.

A&A SHORTS

Ted Bates & Co., N. Y., has moved to its new quarters at 666 Fifth Ave. Telephone: Judson 6-0600.

Keyes, Martin & Co., Newark, N. J., moves to new and larger offices at 80 Morris Ave., Springfield, N. J.

Smith & Dorian, N. Y., plans to open San Francisco office this month at 155 Montgomery St. Telephone: Yukon 2-6936. **Paul A. Grimard,** formerly with Guild, Bascom & Bonfigli and BBDO, both New York, will manage new office.

Advertising Federation of America reports it has set April 16 as deadline date for nominations for its Advertising Hall of Fame. Purpose of award is to posthumously honor men and women in advertising who have rendered special service in "upbuilding and progress of advertising." Each candidate must have been deceased two years at time of election.

Advertising Council Inc. announces Edward H. Weiss & Co., Chicago, has volunteered to serve as task force agency for public service radio spots promoting 1958 U. S. Savings Bond Campaign.

Lincoln J. Carter Adv. Agency, South Bend, Ind., announces acquisition of entire 12th floor of Tower Bldg. in move to expand and modernize facilities. Agency formerly was located on lower floor of building at 216 W. Washington.

League of Advertising Agencies, N. Y., is offering courses in production and media for persons currently employed in advertising agencies. They will begin this week and run for 12 consecutive weeks.

Frank Wright National Corp., L. A., has been taken over by **Mike Gold,** who had his own agency before joining forces with the Wright organization early in 1957. Agency, retitled **Mike Gold Agency,** retains same address, 8732 Sunset Blvd., and phone number Oleander 5-6010.

Marvin Gordon & Assoc. and **Henry M. Hempstead,** Chicago advertising agencies, announce merger, with new title, Gordon & Hempstead, at 810 N. Michigan Ave.

Sullivan, Stauffer, Colwell & Bayles, N. Y., has volunteered its services to Advertising Council for 1958 mental health campaign conducted for National Assn. of Mental Health.

Advertising Federation of America will sponsor National Institute for Advertising Management, said to be "first of its kind" at Michigan State U., East Lansing, from August 18-23, organization reports. Institute is designed for executives in advertising departments, advertising media and agencies. Cost will be approximately $175.

Stral Adv. Co., Chicago, has resigned account of Shure Bros. (microphones, electronic components), Evanston, Ill., which was effective March 1.

Stan Freberg, radio, tv and recordings satirist, has announced formation of Freberg Ltd. ("but not very") as "oldest (three months) permanent floating creative department in the world . . . not an advertising agency, but a high caliber, free-lance creative department" staffed to work in all media. In its first three months, Freberg Ltd. has completed campaigns for Butter-Nut instant coffee, Belfast sparkling water, Zee paper products and Mug root beer and is currently working on new campaigns for Contadina tomato paste and Bank of America, in all cases working with agency handling account. Company is located at 7781 Sunset Blvd., Hollywood. Telephone: Hollywood 2-6973.

AGENCY APPOINTMENTS

Hotpoint Appliance Sales Co. has appointed Grant Adv., L. A., to handle advertising and sales promotion in southern California, Nevada and Arizona, where some 1,200 franchised dealers market Hotpoint appliances and tv sets.

Whitehall Labs, division of American Home Products, has assigned advertising for its Soothol decongestant tablets (for sinus congestion, colds and hay fever) to Bryan Houston, N. Y.

Angostura-Wupperman Corp., (Angostura bitters), N. Y., appoints Foote, Cone & Belding, that city. Advertising formerly was handled by Erwin Wasey, Ruthrauff & Ryan Inc.

Perfecto Garcia & Bros. (domestic Havana cigars), Tampa, Fla., appoints H. W. Kastor & Sons, Chicago.

Houston Fearless Div., Color Corp. of America, L. A. (manufacturer of tv studio equipment), appoints Taggart & Young, that city.

Carolina Life Insurance Co., Columbia, S. C., appoints Sink & Sons Adv.

when it's a question of

BUDGET

WVNJ will deliver 1000 families for just 31c.
That's by far the most economical buy you can make in this market.

You'll get blanket coverage, too, because WVNJ delivers almost twice the listeners of the next two radio stations broadcasting from New Jersey.

*Source—Hooperatings Jan.-Feb.—New Jersey.

Chances are it will be even less than 31c as time goes by because WVNJ is attracting more listeners than any other radio station in the area. It's no secret how we do it. Superb new programming (we play just Great Albums of Music from sign on to sign off) plus the heaviest consumer advertising schedule of any independent radio station in America.

When it's a question of budget—your money buys the most on WVNJ.

Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

BAKER, HARDY DENY FCC CONTACTS AS MACK RESIGNATION ACCEPTED

- **Commissioner quits Monday, gets postponement of testimony on Hill**
- **National executives lash out at senators, Katzentine, others**
- **Federal grand jury closets Whiteside; FCC asked to reopen tv case**

Things were comparatively quiet last week within the House Legislative Oversight Subcommittee hearing room, but events related to the testimony being taken in the Caucus Room of the House Office Building were happening on all fronts.

To start the ball rolling, FCC Comr. Richard A. Mack resigned "voluntarily" shortly after 5 p.m. last Monday and President Eisenhower promptly accepted in a letter delivered to ex-Comr. Mack at 6:30 p.m. "I have done no wrong," Mr. Mack protested right up to the end, but tendered his resignation because "my usefulness as a member of the Federal Communications Commission has been brought into question. . . ." (For the text of Comr. Mack's letter of resignation and the President's acceptance, see page 72.)

The Mack resignation came only five hours after Rep. Oren Harris (D-Ark.), chairman of the investigating subcommittee, announced plans to introduce a resolution in the House "as soon as I can get it prepared" calling for the impeachment of Comr. Mack. And, promptly following Comr. Mack's exit, Rep. Harris called on him to "reveal all the facts and tell all he knows, regardless of whom it involves, on those that got him into this mess."

Mr. Mack, through his attorney, begged off from last Wednesday's scheduled appearance before the subcommittee investigating the FCC's grant of ch. 10 to National Airlines and has been rescheduled for Wednesday of this week. The attorney, William A. Porter, told reporters Mr. Mack is in a "state of shock" and is suffering from "nervous exhaustion." "He's in bad shape" and under a doctor's care, Mr. Porter added, and asked, "Wouldn't you be?"

Testifying Monday, Tuesday and Wednesday of last week were George T. Baker and Alexander Hardy, president and senior vice president-counsel, respectively, of National Airlines. Both categorically denied any attempts to "influence" the FCC decision on ch. 10 or that Miami attorney Thurman A. Whiteside was an agent of National in any way. Mr. Baker called for three senators to resign "for the same reason Mack resigned."

The FCC, in a 4-1-1 decision, granted ch. 10 to National's wholly-owned subsidiary, Public Service Tv Inc. (WPST-TV), in February 1957. Messrs. Hardy and Baker claimed that any undue pressures in the case were brought by one of the losing applicants, A. Frank Katzentine, owner of WKAT Miami. The National witnesses also bitterly attacked the role they claimed several senators played in behind-the-scenes efforts in behalf of Col. Katzentine. Other developments last week in the Miami ch. 10 case:

• Subcommittee appointment of Washington attorney Robert William Lishman to replace the fired Bernard Schwartz as chief counsel (see page 72).

• Demands by two senators and one representative that the grant to National be declared void and the FCC reopen the record.

• A Thursday appearance by Mr. Whiteside, under a Justice Dept. subpoena, before a Federal Grand Jury in Washington. Mr. Whiteside, along with his insurance partner Charles Shelden, was directed to appear with records of Miami insurance agencies Stembler-Shelden and Andar Inc.

• Several exchanges between Rep. Charles A. Wolverton (R-N. J.) and Rep. Harris on whether the several senators whose names have been mentioned should be "invited" to testify. The senators, in turn, expressed a willingness to testify but stated they were waiting to be "invited." House Speaker Sam Rayburn (D-Tex.) Thursday made all the debate academic by stating the senators would not be called.

In telegrams to Rep. Harris and Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, Sen. Mike Monroney said the resignation of Comr. Mack "does not absolve National Airlines for irregularities . . . in the case." He called on the FCC to void the grant, reopen the case and "incorporate evidence of any irregularities or undue pressures by any applicants for acquisition of the station." Sen. Monroney wrote several letters to the FCC just prior to the grant pointing out what he termed a grave policy question in granting a tv station to an airline [GOVERNMENT, Jan. 21, 1957, *et seq.*]. He is chairman of the Senate Commerce Aviation Subcommittee.

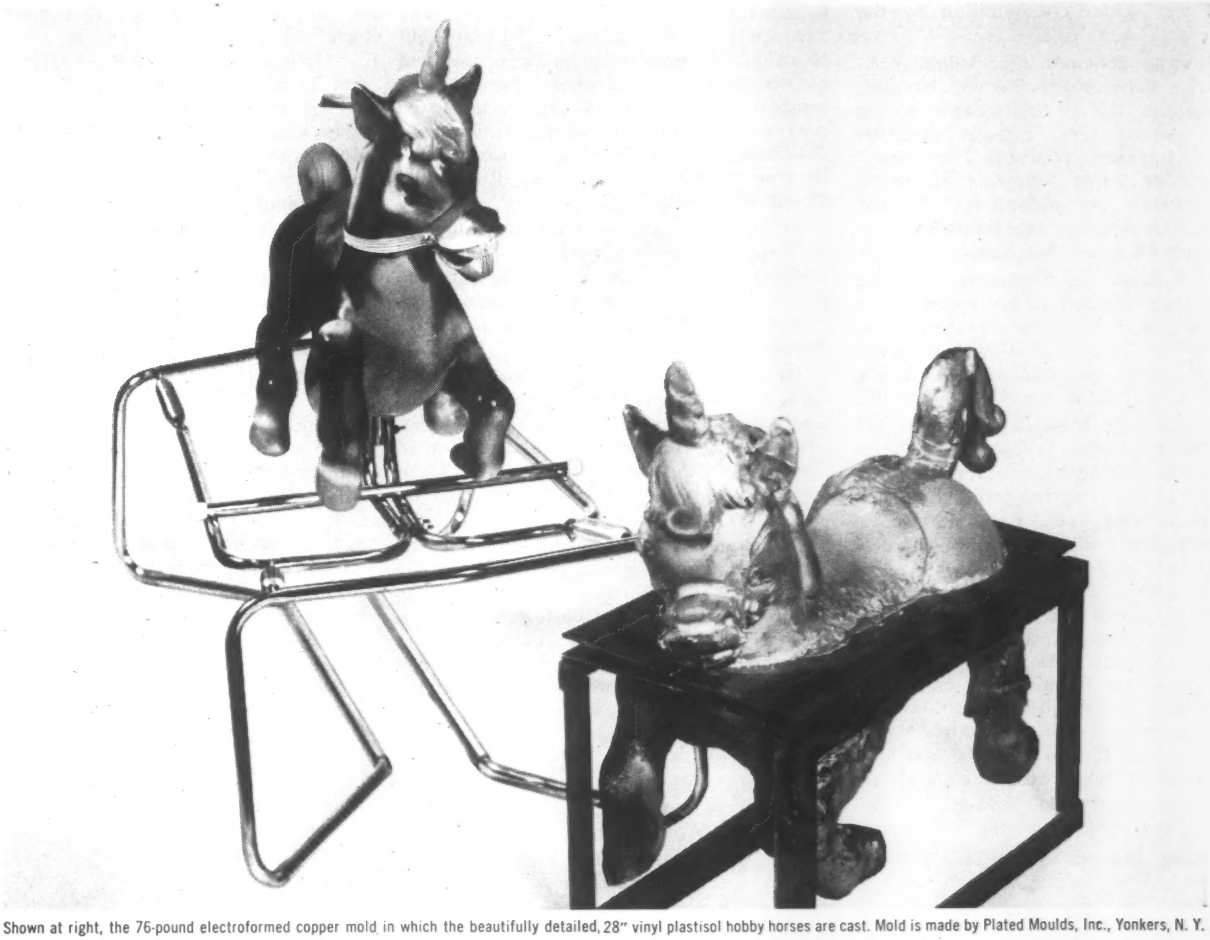
Sen. Richard L. Neuberger (D-Ore.) Monday called on the attorney general to file suit asking that the grant to National be vacated. "It would seem to me most distressing if Comr. Mack should resign under fire in this chaotic situation, while the beneficiaries of his dubious activities were allowed to benefit permanently . . ." he said. Testimony made in the House justifies cancellation of National's authority, he stated.

The ch. 10 disclosures "are morally equal to those of the Teapot Dome scandals," said Rep. Morgan Moulder (D-Mo.), former chairman of the House subcommittee who resigned in protest at the firing of Dr. Schwartz. He stated the Mack resignation should be followed by the resignation of other FCC commissioners and that Comr. Mack is no more guilty than they. Rep. Moulder did not mention the "other commissioners" last week but previously has attacked the credibility of the other three commissioners voting for National—then Chairman George C. McConnaughey, John C. Doerfer and Robert E. Lee.

"It is an article of fundamental, basic law that property secured by fraud or improper influence is void," and the Commission should "most certainly" reopen the record, Rep. Moulder said. Also, prior to announcement of the hiring of Mr. Lishman as chief counsel, Rep. Moulder called for the reinstatement of Dr. Schwartz. When asked to comment on this, Rep. Harris said, "That is so ridiculous it doesn't even deserve discussion."

Messrs. Whiteside, who returns to the subcommittee witness stand today (Monday), and Shelden spent nearly three hours before the grand jury Thursday. Mr. Whiteside said he turned over all the requested records but that the jury did not quiz him about any of them. Mr. Whiteside had been accused by Dr. Schwartz of being in the employ of National and pledging Comr. Mack's vote for the airline. Also, Dr. Schwartz charged, $2,650 changed hands from Mr. Whiteside to Comr. Mack while

TELLING *National Airlines' side of the ch. 10 Miami case to House investigators last week were Senior Vice President Alexander Hardy (l) and President G. T. Baker (c). Furnishing legal guidance was former Florida Sen. Claude Pepper.*



Shown at right, the 76-pound electroformed copper mold in which the beautifully detailed, 28" vinyl plastisol hobby horses are cast. Mold is made by Plated Moulds, Inc., Yonkers, N. Y.

New kind of COPPER influences the shape of things to come

"Plus-4"® Copper Anodes—outgrowth of a revolutionary metallurgical development by Anaconda—have opened up exciting new horizons in the mass production of intricately shaped precision parts.

In "Plus-4" Anodes, copper is alloyed with controlled percentages of phosphorus and other elements. The result is faster, more uniform acid-copper plating (and at substantial savings) than is possible with anodes of pure copper—which were long accepted as the ultimate.

Already "Plus-4" Anodes have demonstrated their advantages from the electroplating of highly complex radar and microwave components of copper to the electroforming of molds for casting velvety-smooth vinyl plastisol hobby horses by Plated Moulds, Inc.

Like many other Anaconda products, "Plus-4" Anodes were perfected while working on a tough production problem submitted by an Anaconda customer. Largely through this kind of partnership with industry, and intimate awareness of its needs, Anaconda is able to offer an exceptionally broad and versatile line of non-ferrous metals and mill products.

The ANACONDA® Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

58252-A

the case was under consideration by the FCC.

"Those who conclude that I influenced Mr. Mack's decision on the ch. 10 case, notwithstanding the irrefutable facts to the contrary, are on some mission which is completely foreign to justice and fair play," Mr. Whiteside stated following his grand jury appearance. He said he is "delighted the Justice Department has taken over the investigation of this entire matter."

Justice explained the subpoenas to Messrs. Whiteside and Shelden do not mean an indictment will be returned but that the method was used to obtain records not given voluntarily. The FBI, which also is in the case, has no subpoena powers.

In addition to Messrs. Whiteside and Mack, Col. Katzentine is scheduled to testify before the subcommittee again tomorrow (Tuesday). In outlining the program for the remainder of this week, Rep. Harris said a half-dozen other witnesses would be called to "clear several points in the record that must be closed." He did not name these additional witnesses but it was learned they include John Knight, 42.5% owner of WCKT (TV) Miami (see below); Col. Gordon Moore, Mrs. Eisenhower's brother-in-law who has been frequently mentioned in previous testimony, and three other Miami residents (Alfred Barton and Mr. and Mrs. Dean Murphy) who were mentioned in previous testimony by Col. Katzentine [GOVERNMENT, Feb. 24].

Following this testimony, all commissioners (including Mr. McConnaughey) who participated in the Miami ch. 10 grant will be called "to give them an opportunity to explain their vote and what pressures were brought against them." It is expected to be next week before the subcommittee calls the commissioners. This week's hearings will be held in the Caucus Room of the Old House Office Building.

Mr. Baker stoutly defended the actions of National Airlines in prosecuting the ch. 10 application before the FCC. He attacked just as strongly the actions of several senators, Col. Katzentine and his attorney, Paul Porter.

He charged National has been "victimized, slandered and libeled by the defeated applicant Katzentine . . . Katzentine has attempted . . . to influence the decision of the Court of Appeals of the District of Columbia [which currently has pending an appeal of the FCC's Miami ch. 10 grant].

The National president charged that Col. Katzentine's contentions that Col. Moore "engineered" the airline application "is an infantile attempt to establish guilt by association." While admitting Col. Moore is a personal friend, Mr. Baker denied he "ever has been a representative of National Airlines or its subsidiary, Public Service Tv, in any capacity."

In a letter to Rep. Harris last Wednesday, Col. Moore denied he played any role whatever in the Miami ch. 10 case. Col. Moore, a brother-in-law of Mrs. Eisenhower, had been accused by Dr. Schwartz of "engineering" the grant to National Airlines.

"These insinuations have no basis whatever in fact," Col. Moore said. "I have no interest, financial or otherwise, in that or any other application before the Federal Communications Commission." He denied speaking to any member of the FCC or anyone else, including government and White House officials, on behalf of National.

"I will repeat under oath what I have said in this letter," Col. Moore wrote. Rep. Harris indicated he would be heard this week. "I assure you he is not going to some other meeting . . ." to testify, Rep. Harris told reporters.

Mr. Baker denied ever saying the FCC hearings were a waste of time because National would win the grant. Following Examiner Herbert Sharfman's initial decision, Mr. Baker charged, "Katzentine couldn't wait for due process . . . We heard rumors and reports that he was exerting political influence in every way he and his attorney, former FCC Chairman Paul Porter, could muster."

Faced with information of behind-the-scenes activity by Col. Katzentine, Mr. Baker said that the idea of hiring an outside counsel well known to Comr. Mack was broached by National attorney Paul Scott. Repeatedly, in answer to questions during his testimony, Mr. Baker stated Mr. Scott's recommendation was the only reason for attempting to hire Mr. Whiteside and just as often pointed out the controversial attorney had never been retained by National.

Chairman Harris told Mr. Baker he thought it was an "unusual step" to attempt to hire Mr. Whiteside after the examiner had issued an initial decision and asked: "What did Whiteside do?" Mr. Baker said he never knew what the attorney did on behalf of the National application and added, "I couldn't have cared less . . . We don't operate under the table . . . Don't try to put around my neck the activities of Mack and Whiteside."

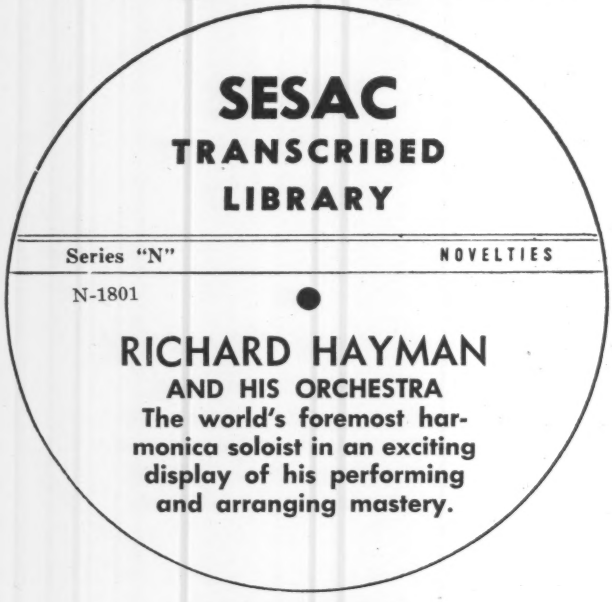
The National president protested that he talked to Mr. Whiteside regarding ch. 10 "only for five minutes and you certainly can't hang me for that."

Mr. Baker charged the "Katzentine-Porter activity against us . . . went to any extreme [and] became a conspiracy." He said that "Katzentine was bragging around Miami . . . that through the efforts of his friends, they would have Sen. Magnuson . . . abolish the FCC if National got the tv award of ch. 10. . . ."

The only contacts made by National, both Messrs. Baker and Hardy testified at length, were efforts to persuade several senators to remain neutral and let the FCC decide the case on its merits. Mr. Baker also hit at Rep. Emanuel Celler (D-N. Y.) for "badgering" Mr. Hardy while the National vice president was testifying on airline matters before the House Judiciary Committee.

Although denying any effort to defend Comr. Mack, Mr. Baker told the committee its "judgment of Comr. Mack must be based on the same moral standards used to

on their way to Sesac Subscribers

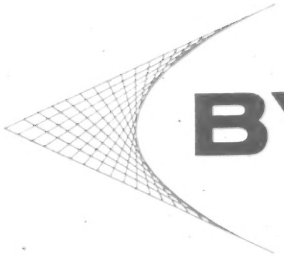


SESAC

"the best music in America"

THE COLISEUM TOWER • 10 COLUMBUS CIRCLE • NEW YORK 19, N. Y.

BLACK & WHITE AND FULL COLOR VIDEOTAPE RECORDING



BY AMPEX

VR-1000 ELECTRONIC

VR-100

THE **AMPEX*** **VR-1000** BRINGS YOU LIVE QUALIT

Black and White TOD

The Ampex VR-1000 is the ultimate in television recording and playback. Both picture and sound match the realism of the original performance. Telecasts played back from the Ampex VR-1000 appear identical to live TV.

The Ampex VR-1000 is a complete television recording and playback facility. Playbacks are immediate or they may be delayed indefinitely. Tapes are interchangeable and *re-usable*. Editing is *proved* and practical. Thus the Ampex VR-1000 brings new flexibility into all station operations . . . in scheduling programs, commercials and special events . . . and in scheduling performers, camera crews and studio time.

The Ampex VR-1000 *Videotape* Recorder has been in daily use by the networks since November 30, 1956, and by farsighted independent stations since November 30, 1957. Accelerated production of the VR-1000 assures delivery of all back orders before Daylight Savings Time in April, 1958, with prompt delivery on subsequent orders.

The Ampex VR-1000 repays its cost in a hurry, starts paying for itself immediately in your black and white operations, adapting to color whenever *you're* ready for it.

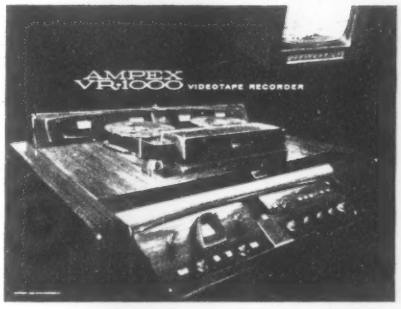
VR-1000 CONSOLE

COLOR ACCESSORY

LITY VIDEOTAPE* RECORDING AND PLAYBACK

The Ampex VR-1000 adapts to color by adding a single rack of electronics, with necessary inter-connections. Then, every subtle gradation in color is recorded and playbacks are brilliantly "live." Using this Ampex accessory, your station's change-over to color not only costs less but is greatly simplified. Color conversion assemblies are available beginning mid-summer 1958.

Ampex would like to tell you more about *Videotape* recording and playback – how stations increase their efficiency and potentials, how sponsors benefit from fluffless, pre-recorded live quality commercials. The complete story is covered in a fully illustrated booklet. *For your free copy, write today to Ampex Corporation, Professional Products Division, 850 Charter Street, Redwood City, California.*



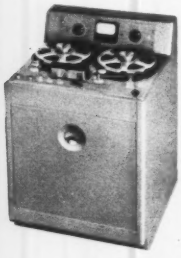
*TM Ampex Corp.

AMPEX

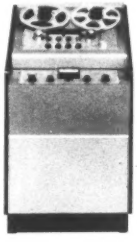
World Leader in Precision Magnetic Tape Recording Instruments

Ampex Precision Magnetic Tape Recorders are in service throughout the world . . . in Television and Radio Broadcasting Stations, professional Recording Studios, Scientific and Guided Missile Installations and in Stereophonic Music Systems for the Home.

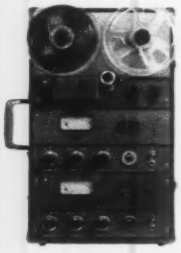
VR-1000 *Videotape Recorder*
First commercially available *Videotape* Recorder. Magnetically records what the camera "sees", either black and white or color. Playbacks look "live".



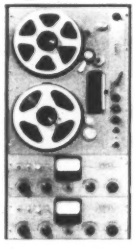
MODEL 300
Magnetic Tape Recorder
The standard of the professional recording industry, it consistently delivers the finest in audio reproduction.



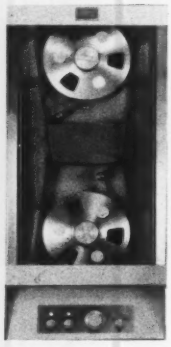
MODEL 350
Magnetic Tape Recorder
First choice of the Radio Broadcasting industry, it provides flexibility with the utmost in reliability and convenience.



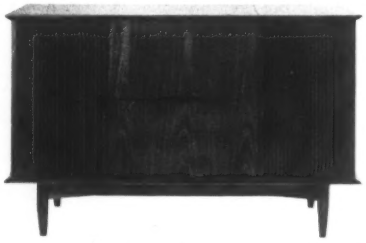
MODEL 601-2
Portable Magnetic Tape Recorder
First professional quality portable. Lightweight and compact, it meets rigid standards of audio and mechanical performance.



MODEL 300
Multi-Channel Recorder
Part of the famous Ampex 300 series, available in from one to eight separately controlled channels. Makes the professional recorder complete master of the world of sound.



Recorders for data and control . . . Another major Ampex division makes a broad line of tape recorders for engineering, scientific and business data. Photo shows an FR-300 digital tape handler.



For the Home . . . Ampex makes a wide variety of stereophonic tape recorders for Home Hi-Fi installation. Available in consoles, portables and modular units for custom sound systems.

Tenth Year of Leadership

AMPEX CORPORATION

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

NEW YORK, CHICAGO, ATLANTA, LOS ANGELES, DALLAS, WASHINGTON, D.C.
DETROIT, SAN FRANCISCO, TORONTO • Representatives in over fifty countries

professional products division

PREPARED BY BOLAND ASSOCIATES PRINTED IN U.S.A. 106M-1-58

judge those who pursued Comr. Mack, regardless of who they may be. . . . It appears that Comr. Mack is being broken, crucified and is about to be sent home in disgrace . . ." because he voted for National Airlines.

"I am impelled to ask this committee . . . just what it intends to do about the senators, Katzentine, Paul Porter, Eastern Airlines and others for their improper activities."

Mr. Baker told the subcommittee that before National filed its ch. 10 application he discussed with Col. Katzentine the possibility of National becoming a partner with WKAT in the ownership of a Miami tv station. He said he changed his mind after learning more about Col. Katzentine's reputation and that he did not want "another third-rate television station" in Miami. National decided to file for ch. 10, he stated, after it became convinced none of the three pending applications (Katzentine-WKAT Inc., North Dade Video and L. B. Wilson) could "do the job."

He said National hopes to acquire four more tv stations (giving it the maximum number of vhfs allowed under FCC rules) if the current investigations do not throw up a roadblock. Mr. Baker reported that National, a $50 million corporation, has approximately $2 million invested in WPST-TV but refused to estimate what the station would bring on the open market. "It's not for sale at any price," he said.

Mr. Baker repeatedly struck at the role played in the ch. 10 case by several Senators, including Florida Democrats Spessard Holland and George Smathers; Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Sen. Monroney; Frederick Payne (R-Me.); Estes Kefauver (D-Tenn.), and Andrew Schoeppel (R-Kan.). All except Sens. Holland and Kefauver are members of the Commerce Committee.

Tuesday evening, Mr. Baker issued a statement, not made from the witness stand, further attacking Sens. Holland, Smathers and Kefauver and calling for their resignations.

A majority of the senators attacked by Mr. Baker have renounced his charges and indicated a willingness to testify before the Harris committee.

Sen. Magnuson stated his entire Commerce Committee had taken up with the FCC the policy question of allowing an airline to own a tv station. "I still think it poses a question of policy," Sen. Magnuson said, but denied bringing any "pressure" to bear at any time in the ch. 10 proceedings.

Sen. Kefauver termed Mr. Baker's resignation demand "almost too ridiculous to dignify with a comment. It is apparently a desperate effort to divert attention from his [Baker's] own plight."

The two Florida senators labeled Mr. Baker's charges the outcry of a "desperate man," and Sen. Smathers further denounced it as being "reckless and irresponsible." Sen. Smathers added he not only is willing but "anxious" to testify.

In a Wednesday letter to Rep. Harris, Sen. Smathers explained how he happened

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to become co-executor of the estate of L. B. Wilson, one of the applicants for ch. 10. He learned of Mr. Wilson's applications five months after being named co-executor, the senator said, and immediately wrote Mr. Wilson asking that he name another person as executor. Sen. Smathers said Mr. Wilson died before the will could be changed.

Mr. Baker had asked the subcommittee to investigate Sen. Smathers' activities since the senator had an interest in the ch. 10 grant because of the Wilson will. Sen. Smathers, in the letter, again denied any interference with the FCC for anyone.

Statements by Messrs. Baker and Hardy that he talked to Eastern Airlines about National's ch. 10 application are "completely without foundation," Sen. Smathers charged.

However, House Speaker Sam Rayburn (D-Tex.) Thursday all but ruled out appearances by the senators when he said, "We are not going to ask them to come over here. And, if I were a senator, I would not come voluntarily." He added: "If a Senate committee called me, I'd tell them to go dig potatoes, deep."

Mr. Hardy followed Mr. Baker to the stand on Tuesday and returned again Wednesday. He also defended his personal actions and those of National Airlines.

The National vice president denied that, in January 1956, he told John Knight, an applicant for ch. 7 in Miami, that National had the votes of three commissioners "in the bag." He talked to Mr. Knight, he said, on a flight from Washington to Miami and expressed confidence National would win the case on the merits. Mr. Knight, Mr. Hardy said, had been to Washington in an effort to find out how the Knight-Cox-Trammell application for ch. 7 was faring. Mr. Hardy quoted Mr. Knight as saying he did not know if his application would get four, three or two Commission votes. [The Knight interests received the grant approximately two weeks later. Mr. Knight is expected to be a subcommittee witness this week.]

Mr. Hardy, as did Mr. Baker preceding him, strongly attacked Col. Katzentine's operation of WKAT and charged the station was used to promote gambling activities on horse races. He expressed "surprise" that the hearing examiner's decision overlooked WKAT's horse race programming.

A telephone toll slip in Mr. Hardy's files, which stated Charles Steadman was keeping close touch with Comr. McConnaughey on the ch. 10 situation, was a fabrication by an employe to cover up a personal call, Mr. Hardy stated. He said the note was written by Milt Dean Hill, National public relations counsel, and that "Hill confessed to me."

"I want to assure you, we never talked to Mr. Steadman in this case," Mr. Hardy said. He assured the subcommittee Mr. Hill had been "reprimanded" and was required to apologize to Mr. Steadman.

Reps. Mack and Williams questioned Messrs. Baker and Hardy at length concerning Col. Moore's association in a Dominican Republic shipyard with National Airlines director George Gibbs. Both denied any knowledge of the nature of the arrangement. Mr. Gibbs also is a vice president and director of WPST-TV.

SCHWARTZ' REPLACEMENT APPOINTED

After a three-week search, the House Legislative Oversight Subcommittee last Wednesday hired Robert William Lishman to replace fired Dr. Bernard Schwartz as its chief counsel. Mr. Lishman, 54, is a member of the Washington law firm of Harter, Calhoun, Lishman & Williams and has "extensive experience in the practice of administrative law, utility and other regulatory agencies," according to Rep. Oren Harris (D-Ark.), chairman of the subcommittee.

Mr. Lishman admits that he has his work cut out for him in conducting the committee's investigations of six regulatory agencies. His predecessor was fired after clashing privately and publicly with members of the subcommittee over the FCC phase of the investigations [LEAD STORY, Feb. 17].

MR. LISHMAN

A 1929 *magna cum laude* graduate of the Harvard Law School, Mr. Lishman is licensed to practice law in Massachusetts, New York and the District of Columbia. In 1929 he joined the New York law firm of Fletcher & Brown and in 1934 became an assistant corporation counsel for the City of New York. He represented the city in utility and franchise matters which required his appearance before several government agencies, but never before the FCC.

Moving to Washington in 1942, Mr. Lishman became counsel for the Reconstruction Finance Corp. and his work involved war plant expansions. In late 1944, he joined the Washington law firm of Knox & Matthews where he remained for 10 years and practiced before various arms of the federal government.

Mr. Lishman became associated with his present law firm in 1954. It is engaged in general practice before various federal departments, agencies, commissions and courts but Mr. Lishman himself has never practiced before the FCC. The senior member of the firm, Dow W. Harter, was an Ohio congressman from 1933-42. Another associate, Leonard J. Calhoun, formerly was counsel for the House Ways & Means Committee and the Social Security Board. The fourth member of the firm, Edward B. Williams, attended college with Rep. Harris and from 1939-45 served as assistant general counsel of the Federal Security Agency.

The new chief counsel spent last week withdrawing from all participation in Harter, Calhoun, Lishman & Williams and expects to take over his new duties early this week. He also has withdrawn as a lobbyist for the Northern Pacific Railroad, for which he registered with Congress only two weeks ago. Mr. Lishman was described by Rep. Harris as "a man of experience and a man capable of doing a good job."

A registered Democrat while living in New York, Mr. Lishman has promised a completely independent investigation of the six agencies. "I am sure the investigation will be impartial and objective. I think it will be a healthy thing both for the public and the agencies," he said.

The selection of Mr. Lishman was made by Rep. Harris, who was given the authority to select a new chief counsel by the subcommittee. Earlier in the week, Woolvin L. Patten, Seattle attorney, turned down the position. Mr. Patten is associated in practice with Kenneth Cox, counsel for a Senate Commerce Committee investigation of the networks and author of the report released by the committee attacking certain network practices [LEAD STORY, July 1, 1957]. Minority members of the committee did not agree to the Cox report.

Mack, Ike Letters

Text of Comr. Mack's letter of resignation to President Eisenhower:

"When you appointed me to the Federal Communications Commission, I accepted the appointment in full awareness of the public trust residing in that high office.

"I have tried, since being sworn in, to serve in a manner that would justify that trust, and confirm the confidence placed in me by my supporters, by the Senate, and by the President of the United States.

"Perhaps, I should have been more careful in the handling of my personal affairs, but I have not violated my oath of office in this instance or in any other during my career in public life, nor will the facts show such a violation. I feel in my heart that I have done no wrong and my conscience is clear.

"When asked to appear before the Legislative Oversight Committee of the Congress, I did so voluntarily and no aspect of my private or my public life has been withheld during the inquiry.

"During the last two weeks, I have suffered the indignities and embarrassments that frequently attend such public investigations. Nonetheless, I am sensitive to the ultimate purpose of the committee and the propriety of such inquiries even though, as in my own case, the character and good name of some

individuals may be sacrificed to political expediency.

"Along with me, my family has suffered, as have my good friends, including those whose kindnesses to me drew them into this investigation.

"However, I have too deep a consciousness of the responsibilities of public office to be unmindful of the public interest. Despite my personal convictions, my usefulness as a member of the FCC has been brought into question—and my hopes and aspirations as well as those of my family and friends, must be subservient to the more vital consideration of public interest.

"Therefore, I hereby submit my resignation as a member of the Commission to take effect at your pleasure. In doing so voluntarily, I wish to restate my gratitude to you and to my friends who have stood by me during this trying ordeal."

The President's immediate reply:

"I have your letter of March 3 in which you submit your resignation from the FCC to take effect at my pleasure. Without attempting to pass judgment upon the questions you have raised in your letter, I nevertheless agree with you that your usefulness as a member of the Commission is so seriously impaired that you are wise to tender your resignation.

"Therefore, I believe that I have no alternative except to accept it, effective at the close of business today.

"Sincerely,

"Dwight D. Eisenhower."

SCHWARTZ PROPOSES REFORMS

- **Lists federal agency ills for Overseas Press Club**
- **Regulators must be of judicial stature, professor says**

FCC-industry fraternization, congressional interference and lack of full "judicial probity and integrity" are the causes of ills besetting the FCC and other regulatory agencies, Dr. Bernard Schwartz charged Thursday before the Overseas Press Club in New York in his first public appearance since being fired as chief counsel of the House Subcommittee on Legislative Oversight. He made his remarks in a calm and temperate manner and devoted most of his time to answering questions from the floor.

Repeatedly, the New York U. constitutional law professor explained that Congress created the independent agencies to be just that—independent—and to operate in an atmosphere completely removed from political or other influence, including particularly that of the Executive and Congress. Despite the contentions of FCC Chairman John C. Doerfer, Dr. Schwartz held that the FCC and similar agencies do have specific "judicial power." He noted that the FCC hears evidence, discerns fact and makes decisions, often in cases involving competitive litigants and with millions of dollars in public franchise at stake. Its role is one of an assembly of judges, he said, "and if the commissioners refuse to act like judges, then the basic proprieties of government are being violated," as much as if a "judge were taken out and bought." He charged that if industry "is in fact" regulating the regulatory agencies, they have not been acting with the "judicial probity and integrity" expected of "Supreme Court" justices.

Dr. Schwartz appeared not to favor the legal term of "quasi-judicial" as often applied to the regulatory bodies. He noted that when a man is convicted of violating the law governing such agencies "he is not put in any quasi-jail." For this reason he called for the same decorum of a federal court within the halls of the FCC and other agencies and felt that if these conditions are not carried out, the procedure is a "fraud and a facade" and the "congressional intent is being violated."

Waxing historical, Prof. Schwartz recalled that the Interstate Commerce Commission was established in 1887 with an implied position of respect "just under that of the Supreme Court" and said the first chairman of the ICC, Thomas McIntire Cooley, "was a man of Supreme Court caliber." Today, he said, "you couldn't get a man of that stature to touch a job on one of these agencies with a 20-foot pole." He said there has been a long line of high caliber appointments to the courts because a man knows he is given "position and prestige"

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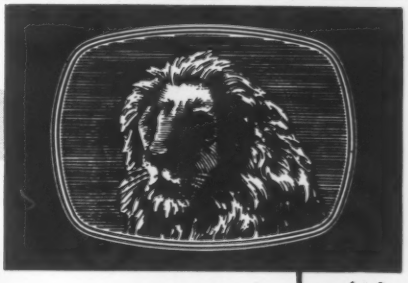

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and "will have opportunity to make a real contribution." This is not true of the federal regulatory agencies because the same "spotlight" of public scrutiny is not turned on Presidential appointments as is turned on those to the courts. "The President would not dare appoint a judge in contradiction to the considered opinion of the American Bar Assn.," he noted, which turns a bright spotlight on appointees. He thought comparable groups might do the same for agency appointments and said the press could spotlight qualifications too.

Asked how he would make appointments to the FCC, Dr. Schwartz said the Constitution provides for two techniques: the well-known Presidential appointment method and the lesser-known method whereby Congress can delegate the appointment power to the courts. He said the latter in theory would be the more desirable because of potential freedom from partiality, but felt that as a practical matter the Presidential appointment technique is satisfactory—provided pre-confirmation investigation is thorough. He also felt a code of ethics and/or an anti-lobbying law would be desirable which would include those appearing before an agency and which would be backed by law providing criminal sanctions.

Asked how the FCC could regulate such a "complex business" as broadcasting and other fields of communication without educational "fraternization," Dr. Schwartz again talked in terms of the court. He explained that a judge in a federal court may spend several years unscrambling a complex "corporate reorganization case, but you would be shocked if the president of the company involved took him to Miami for a week's—uh, junket, or call it what you will; or if he were to address a meeting of the company, and receive a fee, and then, since the talk was about business connected with the case, charge the government in addition for his expenses."

Reminded by a reporter that Sen. Richard Neuberger (D-Ore.) informed the Overseas Press Club the same day he (Schwartz) was fired from the committee that it is a "common practice" in Washington for congressmen and senators to talk to the FCC about specific cases, Dr. Schwartz replied, "I know they do it, but it is grossly improper."

Reciting the judicial processes of a competitive proceeding before the FCC once more, he continued: "Unless all of this is a fraud, then the decision must be based on the record" in open hearing and not one of the litigants dare claim, "It all doesn't matter, I have an inside track." He warned that if congressional contacts are interfering with due process, then the "basic essentials of democratic government are being violated."

At another point to a similar question about Congressional contacts with the regulatory agencies, Dr. Schwartz admitted, "It is common knowledge. They [congressmen and senators] haven't treated the agencies as they would a federal judge. If they sent someone to see a judge about a case, they would be thrown out of the office—I hope."

Asked if he would take any legal action against Miami attorney Thurman A. Whiteside for his out-of-hearing characterization of Dr. Schwartz, the New York U. professor replied, "The events of the past two weeks have been my answer to Mr. Whiteside."

Dr. Schwartz declined to comment on the "bigger issues" than Miami which are promised to come out of the current subcommittee hearing, since "It would be grossly improper" to talk about material he himself "developed" and now is in the hands of the subcommittee.

He did not feel it was improper, however, to leak material to the press earlier and said it was not a matter of the ends justifying the means. "The means were all calculated and justified in this case," he explained.

He drew considerable laughter from this observation: "The one oversight of the House Subcommittee on Legislative Oversight was in hiring me. I trust I rectified this by leaving the committee as suddenly as I did."

1957 FCC Saw No Need Of Anti-Influence Law

The FCC last summer told Sen. Henry M. Jackson (D-Wash.) it does not need a new law to assure the impartiality of its decisions. This was revealed Wednesday during a one-day hearing by a three-man Senate Judiciary subcommittee on Sen. Jackson's bill (S 2462) which would make it a crime to attempt to improperly influence the FCC and other regulatory agencies.

George C. McConnaughey, then FCC chairman, made the statement in executive session last June [GOVERNMENT, June 10, 1957] before a subcommittee headed by Sen. Jackson. S 2462 and a companion bill (S 2461) regarding leaks were introduced following appearances of the heads of agencies, including Comr. McConnaughey.

Sen. Jackson said all the agencies, "with the possible exception of the FCC," subscribed to the bills. The Washington Democrat said that Mr. McConnaughey, when asked about tightening existing laws, replied: "The Commission asked me to state to you that as far as our agency is concerned, in the light of our experience, we do not need it. . . ."

The FCC was invited to appear at last week's hearings but did not respond when subcommittee Chairman Sam J. Ervin (D-S. C.) called for testimony from that agency. Instead, Commission comments dated July 25, 1957, were entered into the record.

Sen. Ervin said that no action would be taken on the bill pending further study. It was pointed out that language of the bill would prevent all communication from members of Congress, civic associations and other interested parties.

Eisenhower Decries Belief Lobbyists Influence Edicts

At his Wednesday news conference, President Eisenhower said it would be a "tragic thing" for Americans to come to believe that only organizations with top lobbyists were getting favorable decisions from the FCC and other regulatory agencies.

The President indicated he would favor legislation such as has been introduced making it a crime to attempt to influence decisions of the agencies. He emphasized that the independent regulatory agencies must actually be "independent," and make their decisions without improper outside influence from the industry or government.

ACTC Slams FCC Failure To Kill Pay Television

The FCC decision not to do anything on pay tv applications until 30 days after Congress adjourns [GOVERNMENT, March 3] was blasted last week by the American Citizens Television Committee as "a move . . . contrary to the public interest . . . a threat to Congress of the most sinister intent . . . since it forces Congress into the position of having to make the issue a political one."

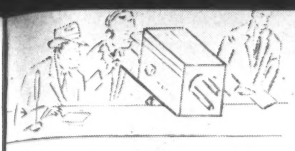
ACTC, formed four months ago to "preserve and improve" the present system of tv broadcasting, noted that "the concept of the radio-tv spectrum as the joint property of the people of the United States is too basic to be used as an instrument of petty back-biting and subtle revenge. . . . The overwhelming expression of the American people . . . indicates that they do not want pay tv in any manner or form."

"It is inconceivable that the FCC would have the temerity to put a deadline on the wishes of Congress, especially since the overwhelming expression of the American people through letters to their Congressmen and numerous polls indicates that they do not want pay tv in any manner or form," the committee said.

The Senate last week received another resolution similar to earlier Senate and House committee-approved resolutions which influenced the FCC to postpone action on pay tv. Sen. Mike Mansfield (D-Mont.) introduced S Res 271 to forbid toll tv authorization by the FCC without specific legal backing. The resolution (S Res 251) by Sen. Strom Thurmond (D-S.C.), which was reported out last week by the Commerce Committee, still has not been put on the calendar for action on the Senate floor.

Other pending legislation on subscription tv will be placed on the hearing schedule of the Commerce Committee as soon as possible, according to a committee spokesman. There is little likelihood, however, in view of the committee's full calendar, that hearings will take place this month as announced last week by Chairman Warren G. Magnuson (D-Wash.).

Congressmen still are hearing from constituents on pay television. A load of 10,249 "votes" was delivered by WKZO-TV Kalamazoo, Mich., to Sen. Charles E. Potter (R-Mich.). The mail reaction followed a special program presented by WKZO-TV after CBS-TV's panel discussion on pay tv [LEAD STORY, Feb. 10]. Only six of the 10,000 ballots favored a toll system, according to the station. Ballots continued to pour into WKZO-TV studios after it dispatched the first bundle to Sen. Potter, who is a member of the Commerce Committee.



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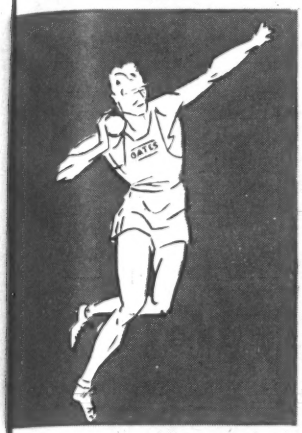

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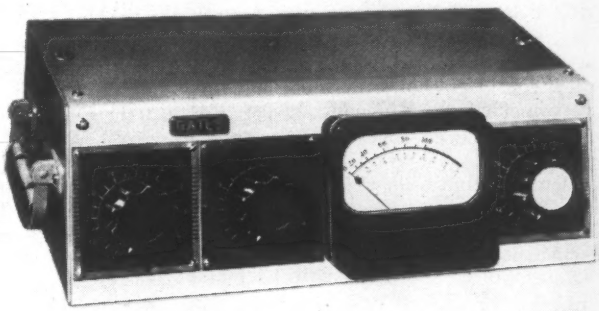

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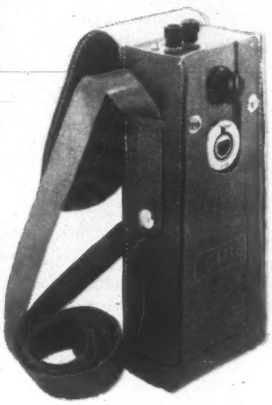
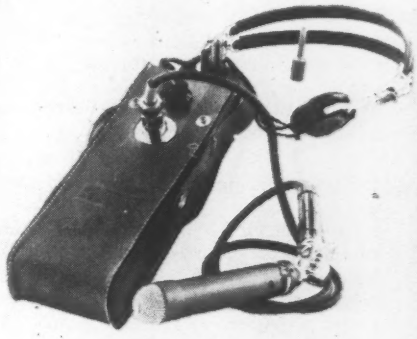


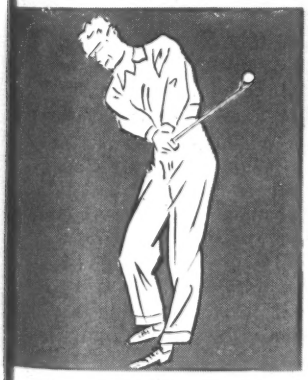
THE GATES TRANSMOTE (left) is a single channel unit employing five transistors in four temperature stabilized stages. Comes with leather carrying case and strap, and weighs only four pounds with case. Size: 9½" x 3½" x 2½". Here is compact, top-performing equipment, with all the desirable features of transistors.

PRICE **$145.00**

TRANSMOTE PACKAGE (right) includes the Transmote, Electro-Voice 648 microphone assembly, 4' extension cord set, and carrying case. Headphones are for illustrative purposes only.

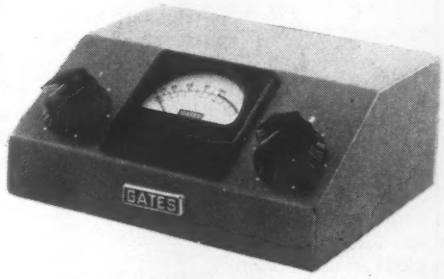
PRICE **$194.00**

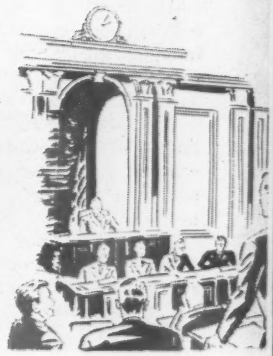


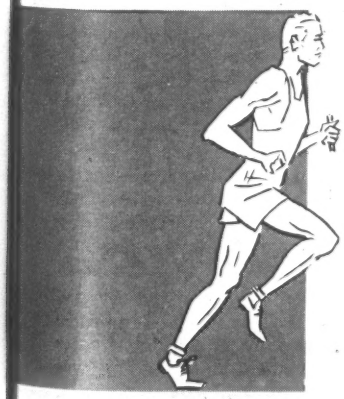


THE TWINSISTOR has two microphone channels, VU meter, generous gain, low current battery operation and total weight with carrying case of only 7 pounds. Size of unit: 7½" wide, 7" deep and 3⅛" high. The Gates Twinsistor is indeed the smallest, lightest weight multichannel amplifier yet built.

PRICE (with case) **$199.95**







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ANTI-BMI WITNESSES TO LEAD OFF

Proponents of a Senate bill (S 2834) to divorce broadcasters from ownership in BMI and recording companies will get in the first licks when hearings begin tomorrow (Tuesday) before the Communications Subcommittee of the Senate Commerce Committee.

Sen. John O. Pastore (D-R. I.), chairman of the subcommittee, last week issued a list of witnesses for the first two weeks of hearings and announced all the testimony would be from those favoring the bill, introduced last summer by Sen. George Smathers (D-Fla.) [GOVERNMENT, Aug. 26].

In addition to witnesses scheduled the next two weeks, Sen. Pastor said that more than 75 representatives of the broadcast industry, music publishing field, radio-tv performers, songwriters and others have requested opportunity to testify.

Specifically, the legislation would amend the Communications Act to provide that no construction permit or license for a broadcast station be granted or held by (a) any person or corporation engaged in, or which owns any interest in a corporation engaged in, the business of publishing music or of manufacturing or selling recordings of musical compositions; (b) any corporation controlled directly or indirectly by any person or corporation engaged in the business of publishing music or manufacturing and selling records.

Any licensee in violation of the bill at the time it is passed by Congress would be given a "reasonable time" to dispose of the interests placing it in violation. The amount of time to be allowed would be determined by the FCC. The networks, while not licensed as such by the Commission, come under provisions of the bill because of their ownership of radio and tv stations.

According to Sen. Smathers at the time the bill was introduced, CBS owns 8.9% of BMI, NBC 5.8%, ABC 4.5%, Mutual 6.4%, network-affiliated stations 64.2% and independent stations 10.2%. In addition, all three tv networks own recording companies as do several stations.

Broadcasters and BMI have bitterly attacked the bill, while ASCAP and the Songwriters Protective Assn. have been the principal proponents. Witnesses announced last week by Sen. Pastore include:

Tuesday—Oscar Hammerstein II, composer and pronounced critic of BMI who reportedly has contributed $2,500 annually to Songwriters of America's multi-million-dollar suit against BMI which has been in litigation since 1952; Dr. Louis Pichierri, director of music for the Providence, R. I., public schools; Arlan Coolidge, professor of music at Brown U.; Arthur Schwartz, composer and a plaintiff in the SOA suit, and Joan Whitney, also a composer and SOA plaintiff.

Wednesday—Vance Packard, author of *The Hidden Persuaders,* which among others, attacked broadcasters as "hidden persuaders," and Eddie Dowling, composer and member of ASCAP.

Thursday—Dr. Howard Hanson, director of the Eastman School of Music of the U. of Rochester, N. Y., and an ASCAP member; Kim Gannon, composer, author and SOA plaintiff; Eddy Rogers, composer-band leader who allegedly, while working for a western station, was told not to play ASCAP music, and Dr. Douglas Moore, professor of music at Columbia U., New York, and SOA plaintiff.

March 19—Mrs. DuBose Heyward, author and playwright; Rex Stout, creator of the mystery series *Nero Wolfe* and vice president of Authors League of America, and Booton Herndon, author of an anti-BMI article in *Redbook* magazine.

March 20—Paul Creston, composer and ASCAP member, and John Schulman, attorney considered an expert on copyright laws who filed the SOA suit against BMI.

Also announced by Sen. Pastore as future witnesses were Tennessee Gov. Frank C. Clement; band leaders Sammy Kaye and Ray Bloch; radio-tv-movie personalities Gene Autry, Jane Pickens and Eddy Arnold. Specific dates for appearances of future witnesses will be announced at a later date.

In addition to Sen. Pastore, other members of the subcommittee are Sens. A. S. (Mike) Monroney (D-Okla.), Strom Thurmond (D-S. C.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.). Sen. Warren Magnuson (D-Wash.) is chairman of the parent committee.

FCC Grants KLEW-TV Plea To Re-open Case on Translators

KLEW-TV Lewiston, Idaho, last week got a final chance to prove that two new translator station grants in its area would not serve "the public interest, convenience and necessity." The FCC granted the KLEW-TV (ch. 3) protest and petition for reconsideration, designating for evidentiary hearing the two applications for construction permits for tv translators in Lewiston, but it did not postpone the Jan. 8 effective date of the translator grants. Both translator applications are by Orchards Community Television Assn. Inc. in Lewiston, and were originally granted without hearing [GOVERNMENT, Jan. 13].

The Orchards translators would operate on ch. 70, to translate programs of ch. 2 KREM-TV Spokane, Wash., and on ch. 76 to translate programs of ch. 6 KHQ-TV Spokane. In its grant of the translators the Commission was "of the opinion that tv service in that area would be improved rather than jeopardized by additional program outlets." Its subsequent order designating the translator applications for hearing points out that: "While, of course, we cannot state what our conclusions will be in the light of the hearing record, we do not believe on the basis of its pleading that protestant [KLEW-TV] has made a *prima facie* case that the grants may not be in the public interest."

Hill Hearings on ASCAP to Begin

Charges that ASCAP is controlled by a small clique of music publishers will be aired Thursday when a subcommittee of the House Small Business Committee headed by Rep. James Roosevelt (D-Calif.) starts its investigation [GOVERNMENT, Feb. 17]. Hearings, originally scheduled to start Feb. 25, will continue through Friday and may extend over to the following week, it was said. Complainants are a group of small music publishers. Information obtained at the hearings will be turned over to the Dept. of Justice and the House Judiciary Committee, Rep. Roosevelt said.

A list of witnesses has not been announced.

House Unit Approves Anti-Secrecy Bill

Unanimous approval was given Wednesday by the House Government Operations Committee to a bill (HR 2767) by Rep. John E. Moss (D-Calif.) which would strip away some of the secrecy in government. Rep. Moss said he will seek earliest possible House passage of the measure which would amend a 169-year-old law known as the "housekeeping statute" and give government department heads authority to make rules on use of records. Hearings were held last month. The committee rejected amendments proposed by Reps. Clare E. Hoffman (R-Mich.) and George Meader (R-Mich.). Rep. Hoffman declared he favored cutting down on secrecy, but thought the bill "altogether too broad" and that it "would be used to strip the department of all discretion."

"It would deny the right of the department to withhold any information on records, no matter how harmful to either the people or the nation the disclosure might be," he said.

Rep. Meader said his amendment was designed to simply make it clear that the bill would not conflict with any other statute authorizing the withholding of information.

Attorney General William P. Rogers was a witness Thursday before the Senate Constitutional Rights Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.) to discuss two freedom of information companion bills (S 921 and S 2148) and the general subject of government secrecy.

Testifying that a presidential aide has no executive privilege to withhold information about conversations with federal regulatory agencies relative to their adjudicatory functions, he said that anybody —"I don't care who it is"—who calls an agency such as the Civil Aeronautics Board or the FCC about action to be taken in pending cases has no such privilege against disclosure. He declared this applies to members of the Senate and the House as well as to members of the executive branch.

Upholding the right of the President to withhold information from Congress, Mr. Rogers stated that this "executive privilege is an inherent part of our system based on the separation of powers."

He regarded the bill approved by the House Government Operations Committee as "meaningless" insofar as assuring greater freedom of government information was concerned. "I don't think it goes to the point at all," he said.

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Clearly, diversification would be to the advantage of the nation's shippers. They could then arrange for their transportation through a single transport company which could utilize any or all means of carriage needed to do the particular job at hand most efficiently. That's why the railroads ask for removal of present artificial limitations.

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WBC CLINIC GIVES 'IDEA MEN' IDEAS

300 match techniques for better public service programming

Creative broadcasters, the industry's "idea men," held their second annual clinic last week under the auspices of Westinghouse Broadcasting Co. An invited group of 300 industry figures and educators matched wits and techniques on the campus of Johns Hopkins U. in Baltimore.

The WBC Local Public Service Programming more than met the standards set by the opening clinic in Boston last year. Starting Wednesday morning, the delegates spent four days discussing and arguing about ways of producing better public service programs —and more salable programs, too—to meet the challenge of a declining economy and an advancing scientific era.

There was little of the convention flavor about the WBC meetings. Donald H. McGannon, WBC president, keynoted the sessions with the observation that broadcasters must meet the challenge of the new scientific era. Programming for the four days, overseen by Richard Pack, WBC programming vice president, backed by William J. Kaland, national program manager, filled the agenda with sessions that kept delegates in their seats from early morning to midnight.

Panel sessions dealt with audience, sponsorship, production, religious programs, promotion and other aspects of public service programming. Again WBC served as host to the only industrywide project designed to improve the quality and effectiveness of programming, particularly in the public service field.

As was the case a year ago, WBC invited representations from 170 broadcast stations that it felt had achieved good results in the public service field. National figures, topped by Sen. John F. Kennedy (D-Mass.), were spotted through the agenda. The entire production was financed by WBC in the interest of better public service broadcasting.

A technical feature of the meeting was an Ampex demonstration staged by WJZ-TV Baltimore in which a water scene was televised live from Fort McHenry and repeated a few seconds later by video tape. An entertainment novelty was provided Wednesday evening by the Bil Baird Marionettes, who jibed at pay tv and other industry issues.

WBC staged a dramatic historical pageant Friday, starting with a production at the Baltimore & Ohio Railroad museum at the original Mt. Clare station, first railroad station in the nation. The delegates boarded a train for Harpers Ferry, 90 miles westward in West Virginia where the entire town reenacted Civil War events. WBC spiced the train ride with Civil War souvenirs and other gimmicks. The delegation returned to Baltimore in the afternoon.

The WBC Radio-Television History Award was given to WSB Atlanta, with KRON-TV San Francisco getting honorable mention and WBAL-TV Baltimore receiving a special citation of merit. Also cited were the Atlantic Historical Society, Maryland Historical Society and California Academy of Science.

The WBC Paul Revere Award to a public service association was presented to National Tuberculosis Assn., with a citation of merit to the American Foundation for the Blind.

Mr. McGannon set the tone for the four-day conference Wednesday morning by telling broadcasters they must use the industry's vast informational facilities to translate the world's complex problems into language and illustrations that will be seen, heard and understood by everyone.

He said the broadcast problem is one of local as well as national dimensions. "This challenge belongs as well to the individual stations in every large and small community," he said. He said the industry must open up information sources that became clogged by expediency. "Time has proved again and again in our history of freedom that what we sacrifice in secrecy we gain in unity."

Mr. McGannon said the American people have a basic hunger for facts and are prepared to evaluate them, with broadcast media having devoted much time and effort to conditioning the public. He said continued application of Canon 35 (anti-broadcast ethical rule of the American Bar Assn.) is founded on the fallacy that broadcasting can't enter the courtroom without disturbing its decorum and dignity. "This has been proven without foundation in the state supreme courts of this country, in the solemn presence of religious ordinations and consecrations, at the inauguration of a President, world-shaking sessions of the United Nations, and even the coronation of a queen," he said.

Dr. Frank Baxter, U. of Southern California, said broadcasters have "a pious duty to enlighten." Recalling some of his experiences on the *Telephone Hour* programs, he said, "We stir their interest, not educate them." He proposed stations should start a woman's magazine type of local program in daytime hours. Middle-aged women whose children no longer need them "offer an audience of high buying power, if that appeals to your grosser instincts," he said.

Among ideas for the program were finance and the home, teaching of simple economics; panel for prospective brides covering problems faced in approaching marriage; insurance problems; legal responsibility of the householder; nutrition; fashion, fabrics and domestic science; vocabulary building, and names in the community, county and state, with historic background. Other ideas were an after-dinner club to review current news and a hobby panel.

A profound challenge to broadcasters was raised by Dr. Fred L. Whipple, of Smithsonian Astrophysical Observatory and Har-

EXECUTIVE *group of Westinghouse Broadcasting Co. on Johns Hopkins U. campus during public service conference last week (l to r): David E. Partridge, national advertising and sales promotion manager; Phil Lasky, vice president-West Coast; Harold C. Lund, vice president-Pittsburgh; Donald H. McGannon, president; Wilmer C. Swartley, vice president-Boston; Rolland Tooke, vice president-Cleveland.*

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TELEVISION *programming leaves much to be desired, this panel at Westinghouse Broadcasting Co. Baltimore conference agreed last week. Left to right: Stockton Helffrich, NBC director of continuity acceptance; David Susskind, executive producer-vice president, Talent Assoc.; William J. Kaland, WBC national program manager; Richard Heffner, WRCA-TV New York, panel chairman; Irving Gitlin, CBS public affairs director; Dr. Gilbert Seldes, author; Melvin A. Goldberg, WBC research director; Dr. Herta Herzog, research vice president, McCann-Erickson.*

vard College Observatory. Addressing the Thursday dinner session, he said broadcasters must recognize that the United States can become a second rate, if not a defeated nation, simply by "intellectual default." Russia's rate of progress is greater than ours, he said, calling on broadcasters to fulfill their communication mission in the new era called "The Scientific Revolution."

Dr. Whipple said broadcasters "should attack the problem of improving our intellectual climate in the same way and with the same seriousness that you deal with mass persuasion." He said they should "put top-notch research teams to work devising methods for improving our intellectual climate. Secondly, he said each station should devote a minimum of 10 minutes each week to highlighting scientific or other intellectual activities in the local community.

"I believe that a continuing program based on these proposals and adhered to religiously by all of your stations can produce incalculable results over the years," he said. "The reward will be the continuance of our way of life and our freedoms for us and for the world. The cost of failure may be an epitaph by some future historian, 'The Rise and Fall of the U.S.A.' "

Dr. Whipple said mass communication media were active "in tearing down intellectual freedom and freedom of speech during the McCarthy 'Witch-hunts' while at the same time waging an active program for freedom of the press." He was critical again in charging broadcasters with helping to propagate ridicule of good students and so-called "brains." He mentioned the program *Leave It to Beaver* as an example where a gifted student was ridiculed.

The conference settled down to serious dollars-and-cents ideas Thursday afternoon as William Dekker, vice president and media director of McCann-Erickson, directed a panel titled "Selling the Public Service Program." Two hours of serious discussion left the audience convinced that public service programs can be sold if they are well-conceived, well-produced and well-promoted.

Tom Sevarin, WMAR (TV) Baltimore, told about a program, *The Port That Built a City*, which has over a score of sponsors. Ernest J. Hodges, vice president and account executive of Guild, Bascom & Bonfigli, San Francisco, opened his talk with this thought, "Whatever happened to that Baltimore advertising tax."

"What sells the product is acceptable; what doesn't isn't," he said. The Ralston-Purina *Bold Journey* ABC-TV program increased sales 18% the first year and 20% the second, he said, with millions of school children using it every week in the classroom. He added, "Don't try to convince corporation executives it's their duty to sponsor educational or public service shows. Show them you can sell goods."

James Nelson, NBC manager of program service and special projects, said the time period is a major weapon in selling public service programs. He urged stations to use top personnel on these productions, advocating "a couple of smashes" instead of "a lot of mediocre programs." James V. Ryan, AT&T assistant vice president in charge of public relations, reviewed development of the company's science spectaculars. "Nobody likes ratings," he said. "A better way is to find out what you are accomplishing."

He observed that networks thus far haven't been willing to offer suitable time for a new type of science program but predicted, in view of the economic situation, his company may find a 9 p.m. period. He urged sponsors, agencies and media to do more social research. W. E. Hall, CHML Hamilton, Ont., discussed the station's public service programs. A. W. Dannenbaum, WBC sales vice president, said public service shows improve quickly when sponsored.

Summing up the session, Kevin Sweeney, president of Radio Advertising Bureau, said public service can be sold if it is exciting and touches human needs. He added, "Radio must go the public service route if we are to broaden our own base." Norman E. Cash, president of Television Bureau of Advertising, said tv offers sponsors the chance to participate in the making of news. He suggested a community reserve fund could be built, to be drawn from for important newsworthy programs.

KTVH (TV), WITI-TV Name Blair

Appointment of Blair Tv Assoc. as national representative for two stations in major markets was confirmed last week. KTVH (TV) Wichita, ch. 7, has appointed Blair Tv Assoc. effective June 1, and WITI-TV Milwaukee, ch. 6, effective May 1. Blair Tv Assoc. represents markets other than top 20-30 in the U. S. which are handled by Blair-Tv. Both firms are owned by John Blair & Co., radio station representative.

Gloomy Future for Tv Expounded by Susskind

"A terrible bell is tolling for television."

This gloomy appraisal of tv's future was made by David Susskind, executive producer and vice president of Talent Assoc., at the Westinghouse Conference on Public Service Programming.

Describing current programming as "banal and stupefying," Mr. Susskind told the conference at a Wednesday panel session on the broadcast audience that television is in trouble with its "entertainment Miltown."

"If we don't wake up to the facts of the American audience, and soon," he said, "our places on this panel may be taken over by experts from some new medium—perhaps color radio."

And he added during a floor discussion—"Pay tv would separate the men from the boys."

Mr. Susskind was a member of a panel consisting of key program and research specialists. In general, the panel members agreed they really do not know much about the audience and they were frequently apologetic about the calibre of broadcast programs.

With Mr. Susskind on the panel were Dr. Herta Herzog, research vice president of McCann-Erickson; Melvin A. Goldberg, Westinghouse Broadcasting Co. research director; Irving Gitlin, CBS director of public affairs; Gilbert Seldes, author; Stockton Helffrich, NBC continuity acceptance director, and William J. Kaland, WBC national program manager. Richard Heffner of *The Open Mind* on WRCA-TV New York was panel chairman.

Insisting he is not "an egghead," Mr. Susskind said, "We are bored by the sterile neutrality of our own programs."

The audience is completely misunderstood, Mr. Susskind stated. He called it "the best-educated audience in history," characterized by insatiable curiosity and an infinite appetite for good entertainment and instruction. "The myth of the 12-year-old audience is patently ridiculous and antediluvian," he said, explaining it has "national sophistication, intelligence and awareness that cut across cities and towns, factories and farms, North, East, South and West."

He listed the year's good new programs as *Dinah Shore, Caesar & Coca, Patrice Munsel, 20th Century, Seven Lively Arts, Jack Paar* and *Leave It to Beaver*. He limited good holdovers to *Playhouse 90, Hallmark Hall of Fame, Father Knows Best, See It Now, Phil Silvers, Perry Como, Jack Benny, Armstrong Matinee Theatre, Steel Hour, Circle Theatre* and "the stimulating Ghetto of Sunday afternoon programs."

"The avalanche of westerns and inept pop singers should bring a five-count indictment for shocking irresponsibility, gross insensitivity, slavish conformity, crippling stupidity and callous indifference to the public interest," he said, adding, "Guilty on all counts."

"The men who program this year's television schedule—whether network, agency or sponsor—are still laboring under the conviction that the audience is a pack of supine, receptive idiots just beyond the pale

"Harry's the cautious type . . . he wants to be sure he says it right!"

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NUMBERED AMONG OUR CLIENTS
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of taste, judgment and discriminating intelligence," he said.

"They couldn't be more wrong. The western, the pop singer and the giveaway show may have ratings and share of audience, but I think their audiences are staring in starry disbelief and disinterest; dozing, knitting or doing homework—they are asleep with their eyes wide open in front of the set and I hazard the guess that their pocketbooks are zipped—the ultimate sin to the anxious advertiser.

"Let's try to catch up to the tv audience. They are hopelessly ahead of current programming and equally far in advance of most estimates of what they want, what they can understand and will appreciate.

"Unmistakably and relentlessly there is a terrible bell tolling in television and it tolls for us."

Mr. Kaland took up Mr. Susskind's indictment of programming by observing "It's good for us to look at some of the 'junk' on the air." He added, "What's wrong with laughing or crying? People don't like to be bored. A single man or woman or child is out there. We're so burdened with the overwhelming significance of it all that I don't know how we get on the air." He refused to accept the blanket description of tv programming as beneath the desires and tastes of the audience.

Dr. Herzog, in a psychological appraisal of the audience, said, "They are out there because they want to be out there." She said people want "vicarious experiences and want to be brought back to reality in a pleasing way."

Mr. Goldberg said broadcasters must use the same technology to sell ideas as goods. "Ratings are indicators of trends, not life or death," he contended. "If you get a 6.5 rating this month and 6.2 next month and are ready to commit suicide, then ratings aren't for you. Ratings do not show the true value of programs."

Mr. Gitlin added, "Don't let researchers tell us things about our audience our own common sense says isn't so." He listed these "boners" in public service programming: Too long, uninteresting, not informative enough, over-produced, over-acted, not enough action, too many gruesome scenes and failure to offer a constructive solution to the problem.

Mr. Seldes suggested "an audience doesn't exist until it is made." He contended supply creates demand in entertainment, with broadcasters as taste creators.

Mr. Helffrich said "more censorship is demanded of us than we should or intend to exercise" and urged programmers to resist pressure against upgrading of programs.

Mr. Susskind joined the ratings discussion by saying, "We're caught in a withering crossfire of facts and figures—50 million sets, audience potential over 100 million, average 2.6 viewers per set (what is .6% of a viewer?) and endless other figures that skirt the truth about audiences."

Chairman Helffrich, contemplating the critical comments about ratings, observed, "Well, no one has quite said, 'To Hell with the ratings'."

In the audience discussion, Stephen B. Labunski, Crowell-Collier director of radio operations, chided the panel for its defensive and apologetic approach to programming and the industry. He suggested that broadcasting "must have some merits in view of the fact that 150 million people have bought radios and 50 million tv sets."

Editorial Use Urged By Clinic Speakers

Radio-tv stations, slow to take advantage of their decade-old freedom to editorialize, must use the privilege or they will lose it, speakers at the Westinghouse Public Service Programming Conference agreed last week.

A Wednesday morning panel discussion of editorializing gave dramatic demonstrations of the effectiveness of opinion broadcasts (see main conference story, page 78). The session kicked off the Baltimore conference of program executives and provided one of the most informative discussions of the four-day agenda.

Six broadcasters showed how their stations have influenced public thinking about community issues, using tape and film excerpts to illustrate techniques. All agreed that editorializing is an audience and prestige builder in addition to a public service.

A showing of hands at the start of the program indicated that only a dozen stations, aside from the panel members, are using the editorializing technique regularly. Roughly 175 stations were represented in the audience. After two hours of discussion and demonstrations only a half-dozen stations indicated they had decided to adopt an editorializing policy, but a factor in this showing was the nature of the audience—programming rather than decision-making delegates.

Warren Baker, FCC general counsel, laid the groundwork for the discussion by reviewing the history of the Commission's Mayflower decision. He said that program content is the licensee's responsibility and explained the obligation to give a balanced account of public issues. All the Commission does, he said, is review the station's record at the end of the license period. The FCC has never told a broadcaster, "You were wrong, do something else," he said, adding, "If you attempt to be fair, you have carried out your responsibility."

Merrill Panitt of *Tv Guide* moderated the discussion. He cited figures from a BROADCASTING (Feb. 24) news survey showing that only a minority of stations editorialize and fewer than one out of 10 do it on a regular basis.

Robert Forward, KMPC Los Angeles, said his station started to editorialize after the first Westinghouse broadcasting conference in Boston last spring. One-minute editorials are broadcast six to 14 times a day, not on a regular schedule, he explained, with a two-day campaign on sex crimes against children bringing in a half-million requests for booklets on the subject. The station does not line up behind any political candidate.

Mr. Forward offered this editorializing

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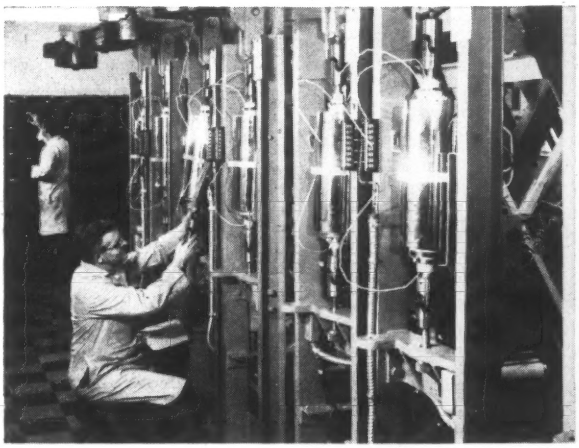
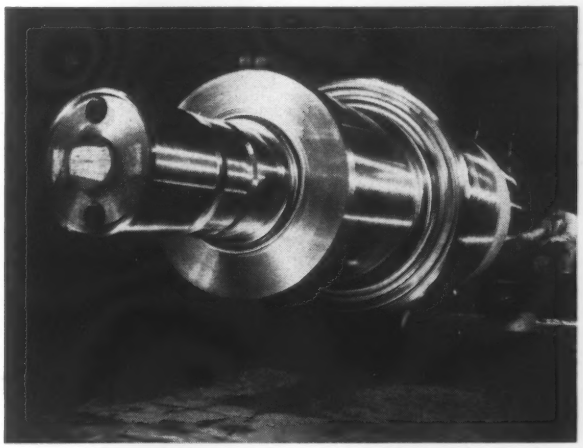
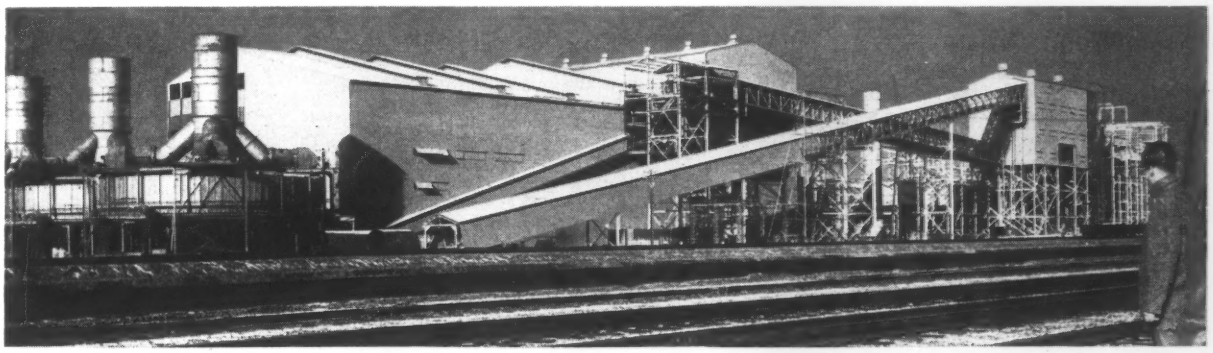
Since steel in some form touches your life every day, we think you'll be interested in what U. S. Steel is doing to keep steel the cheapest of all common metals.



In laboratories at U. S. Steel's new research center at Monroeville, Pa., we are making today's steel a better value. There, too, we are developing steel to withstand heat from atmospheric friction as no other metal can, for supersonic flights of the future. A long-range program is aimed at developing a metal twice as strong as any now existing. Here, research men are working on new high temperature alloys.



To make steel cheaper to use, U. S. Steel supplies it in hundreds of convenient forms, to thousands of individual plants which process, fabricate and assemble steel products for sale. However, even in a product that is mostly steel, the cost of the steel is one of the smallest factors. An unusual order for steel was this plate mill roll, the world's largest, forged and machined at a U. S. Steel plant.



To hold costs and prices at the lowest possible level through increased operating efficiency, U. S. Steel is continually improving its facilities. For example, shown above is one of U. S. Steel's new sintering plants scheduled to start operation in the Fall of 1958. Upon completion, the plant will produce 15,000 tons of sintered ore daily for U. S. Steel blast furnaces in the Monongahela Valley. In the face of mounting costs of new equipment and inadequate depreciation allowances, we have spent three and one-half billion dollars on improved facilities since 1945. Modernization programs in the Pittsburgh and Chicago districts, and in the West, will soon increase capacity over two million ingot tons.

Watch the United States Steel Hour on television. See your local newspapers for time and station.

USS **United States Steel**

EDITORIALIZING *is a good prestige and audience builder, according to members of Westinghouse Broadcasting Co. panel at Baltimore conference last week. Front row (l to r): Leon Goldstein, WMCA New York; Sherwood Gordon, WSAI Cincinnati; William Dempsey, KPIX (TV) San Francisco. Back row: John Crohan, WICE Providence, R. I.; Ralph Renick, WTVJ (TV) Miami; Robert Forward, KMPC Los Angeles; Merrill Panitt,* Tv Guide, *panel chairman.*

suggestion—an alignment with other stations interested in editorializing to conduct campaigns on subjects of regional and national interest.

Ralph Renick, WTVJ (TV) Miami, said that station's evening two-minute editorial had built ratings of the 6:30 newscast since last September from 15 to 34 in a four-month period. Thus far, 114 editorials have been carried. He showed a film of an editorial sharply critizing the courts and governor for the life sentence given a Negro youth for a robbery offense after a plea of guilty.

John Crohan of the Elliott stations (WICE Providence, R. I., and WCUE Akron, Ohio) said the stations editorialize regularly "as part of an aggressive news policy." Opposition views are voiced to assure a well-rounded presentation of issues, he explained. One controversial editorial series was directed against the A&P stores, a WICE sponsor, for store policy in a long strike of bakers.

William Dempsey, KPIX (TV) San Francisco, showed how editorials dealing with traffic congestion and need for joint action by a number of communities had led to legislative action. The editorials were promoted by handbills, radio station spots, newspaper space and other means.

Sherwood Gordon, WSAI Cincinnati, said the city's newspapers express "one shade of editorial opinion," creating an attractive field for station editorializing. A campaign in a council election, where newspapers maintained "a conspiracy of silence" against a Negro candidate, drew tremendous public response, he said. In another instance, local traffic judges were induced by station editorials to end a 2½-year calendar congestion by sitting in the afternoon. He recalled that a controversy with a newspaper music critic happened as WSAI-FM was about to return to a classical music format. "WSAI-FM is sold out," he added. The WSAI editorials are short, usually not over two minutes, and are aired six times a day. "We're selling thought like we've been selling soap," he explained.

Leon Goldstein, WMCA New York, agreed radio management "must sell ideas as well as products," contending that editorializing gives the station "personality in the community." WMCA airs 10- to 15-minute editorials Friday evenings, touching everything from fluoridation of water to a critical appraisal of Secretary of State John Foster Dulles.

Mr. Goldstein played tapes of one-minute editorial techniques. A quick telephone interview with authoritative persons on topics of the day was demonstrated plus a cartoon-like quickie based on a limerick with musical background and an extra line that doesn't rhyme.

"Broadcasters should not hide editorial opinions," he continued, "or they will be known as cowards. He scoffed at a network distinction that bans opinion but permits elucidating. Lack of use of the editorializing power handicaps efforts to gain access to courts and public events, he insisted.

In the discussion period, Mr. Renick said WTVJ opposes allegiance to candidates for public office because the candidate, if elected, might feel an obligation to the medium.

Corson, WLS Assistant Head, Dies

Final rites were held Wednesday for Bernard F. Corson, 45, assistant manager of WLS Chicago and onetime advertising manager of Tidy House Products Co. He died March 2 of complications resulting from pneumonia. Mr. Corson came to WLS last November after being with Tidy House Products Co., Shenendoah, Iowa, for 12 years and serving on its board of directors.

Survivors include his wife, Wynne; three daughters, Natalie, Sue and Wynn, and a son, Bernard Finley III.

WJZ-TV, Ampex Demonstrate Tv Tape Remote for WBC Clinic

Television tape-recording was demonstrated Thursday in Baltimore by WJZ-TV and Ampex Corp., with a program from historic Fort McHenry sent by remote gear to the Westinghouse Public Service Program Conference. The program was viewed live and repeated immediately by tape.

Ben Wolfe, WJZ-TV chief engineer, directed the pickup with the help of Ampex officials. A production model VR-1000 was set up on the stage of Shriver Hall auditorium on the Johns Hopkins U. campus. A water scene was picked up at Fort McHenry by a Vidicon camera mounted atop a station wagon and relayed by a 50 w, 2000 mc transmitter to the WJZ-TV tower. It was fed over a telephone line.

Mr. Wolfe said some drifting in the live version was eliminated on the tape reproduction, tracing it to the 10 kw gasoline power unit towed by the station wagon. Ampex representatives included Thomas Merson, Robert Paulson, Lou McDonald, John Hauser and Charles Luscomb.

The conference audience cheered as the remote telecast, including a mock tugboat fire, was played back a few seconds after the live broadcast. No one in the audience could detect any deterioration in the picture.

Joel Chaseman, WJZ-TV program manager, narrated the demonstration with Keith McBee, news director, handling description.

In a discussion session, Cal Jones, KDKA-TV Pittsburgh, said the mobile unit would have many program uses. Besides the normal delayed programming he suggested that commercials could be recorded at night for daytime broadcast. He said the 50-w remote transmitter is good up to 35 or more miles and can be easily transmitted via station wagon.

A truck would be needed to haul the entire recording unit, weighing 1,300 pounds but this was described as quite practicable. Among remote programs Mr. Jones suggested was the recording of a half-dozen programs in that many outlying towns during one day, with broadcasts scheduled over a period of perhaps a week.

Mr. Wolfe said the 50-w unit at Fort McHenry successfully shot through smokestacks and buildings on the line-of-sight transmission.

WCAU-FM Starts Multiplexing

WCAU-FM Philadelphia has added multiplexed music service, becoming, it claims, the first station in its area to adopt the technique on a fulltime commercial basis. At present WCAU-FM, through the WCAU Muzak Div., is broadcasting a commercial music background service by the "beep" system. This will be maintained during a 90-day period while customers make the transition to the multiplex sub-channel, and at mid-year WCAU-FM will switch to rebroadcasting WCAU-AM local and network programming. Opening of the multiplex operation was marked March 3 at brief ceremonies presided over by Edward J. Meehan, manager of WCAU's Muzak Div.; Elliot Baker of Browning Labs., and Adron M. Miller of RCA.

PHILCO
TLR-6 Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Philco TLR-6 microwave provides economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio channel. Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

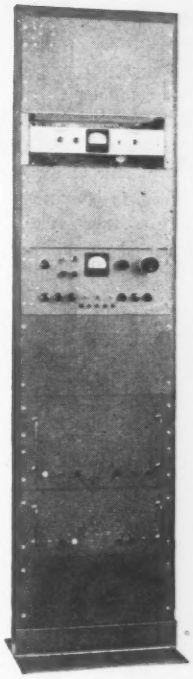
Heavy duty power supply provides 1 full watt output to insure outstanding operational reliability in continuous unattended service.

Philco TLR-6 provides S-T-L relaying in the 5900 to 7400 mc bands. All components mount in standard 19″ racks. Unitized circuit construction simplifies maintenance. Built-in test and metering circuits assure uninterrupted service at all times.

Here is reliability of performance unaffected by severe weather, free from the many limitations of wire and pole lines, unhampered by problems of difficult terrain, over-water transmission or expensive rights-of-way.

Philco engineers will be happy to help you with your special Microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



Write for Specification Sheet which describes the new Philco TLR-6 microwave system.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO®

Government & Industrial Division
4708 Wissahickon Ave., Philadelphia 44, Pa.
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

THE
FORJOE
FORUM

A PERIODIC
DISCUSSION COLUMN
ON CURRENT ISSUES
IN TELEVISION
AND RADIO

The Challenge Of Today

With the resurgence of radio and the continued expansion of television, the station representative occupies the best possible position for resolving all the key issues involved in today's challenges. On the one hand, we must present the media side of the story and on the other, fit it efficiently to the needs of its users, the advertisers and their advertising agencies.

FORJOE
& CO., INC.

ESTABLISHED 1938

Station Time-Sales Engineers

OFFICES IN
NEW YORK CHICAGO
LOS ANGELES SAN FRANCISCO
PHILADELPHIA ATLANTA
SEATTLE

Inquiries may be directed to
505 5th Avenue, N.Y. 36, N.Y.

CHECK changes hands in consummation of the $4 million purchase by CBS Inc. of KWK-TV (ch. 4) St. Louis (which becomes KMOX-TV March 16). Participating in the ceremonies are (l to r) Gene Wilkey, new KMOX-TV general manager; Craig Lawrence, CBS-TV vice president in charge of owned tv stations; Robert T. Convey, president of KWK Inc.; Ray E. Dady, vice president and general manager, KWK Inc., and V. E. Carmichael, vice president and sales director of KWK Inc. The sale became effective Feb. 28 after the FCC resolved the multi-channel (4 and 11) dispute there, deferring action on the latter [AT DEADLINE, March 3]. *The St. Louis Globe-Democrat* is free to complete purchase of 25.2% interest in KTVI (TV) that city, now that its sale of KWK-TV is consummated.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KFBB-AM-TV GREAT FALLS, MONT. • Sold to Cascade Service Inc. by J. P. Wilkens and others for $600,000. Cascade Service is principally owned by Z Net and Idaho Radio Corp. (each 49.98%). Z Net is composed of KXLF Butte, KXLJ-AM-TV Helena, KXLQ Boseman, KXLK Great Falls (approval of which sale has been announced [see KXLK, below]) and KXLL Missoula, all Mont. Idaho Radio is licensee of KID-AM-TV Idaho Falls. KFBB operates on 1310 kc with 5 kw. KFBB-TV is on ch. 5. The radio station is affiliated with CBS, the tv station with CBS, NBC and ABC.

KFBI WICHITA, KAN. • Sold to Jayhawks Broadcasting Corp. (Mary Pickford, board chairman; Charles [Buddy] Rogers, president; Fred Dodge [business manager of Miss Pickford and Mr. Rogers], secretary-treasurer) by Hale Bondurant and Henry and Elmer Balaban for $450,000. Hamilton, Stubblefield, Twining & Assoc. handled the sale. KFBI operates on 1070 kc with 10 kw, day, and 1 kw, night.

WESC-AM-FM GREENVILLE, S. C. • Sold to Broadcasting Co. of the Carolinas for $276,000 by Mrs. Christie K. Mitchell. Broadcasting Co. of the Carolinas is owned by Robert A. Schmid (98%) and others. Mr. Schmid was formerly vice president of RKO Teleradio Pictures Inc., is now NTA vice president. WESC operates on 660 kc with 5 kw, day; WESC-FM operates on 92.5 mc with 12.5 kw.

WHHM MEMPHIS, TENN. • Sold to Cy Blumenthal by Cecil K. Beaver and P. E. Furlow for in excess of $200,000. Mr. Blumenthal also owns WARL Arlington, Va., WCMS Norfolk, Va., and KCKN Kansas City, Kan. The FCC recently approved his purchase of WABB Mobile, Ala., and he also has an interest in WROV Roanoke, Va. The sale of WHHM was negotiated by Blackburn & Co. The station operates on 1340 kc with 250 w.

WAHR-AM-FM MIAMI BEACH, FLA. • Sold to Community Service Broadcasters Inc., which is headed by Fred Bernstein and Richard B. Baker of Cincinnati, by Alan H. Rosenson and wife for $150,000. Chapman Co. handled the sale. WAHR operates on 1490 kc with 250 w. WAHR-FM operates on 93.9 mc with 13 kw.

KPAX (FM) SAN BERNARDINO, CALIF. • Cp sold to Sherrill C. Corwin by Imperial Broadcasting System Inc. for $1,730 (actual expenses in obtaining cp). Mr. Corwin's broadcast interests: 10-15/16% of KPRO Riverside, KROP Blythe, KYOR Brawley and KREO Indio, all Calif.; 15% of KAKE-AM-TV Wichita, Kan.; cps for KBAY-TV and fm ch. 283, both San Francisco, and fm ch. 243 San Diego. KPAX (FM) operates on 99.9 mc with 30.35 kw.

APPROVED

The following transfers of station interests were approved by the FCC last week. For other broadcast actions see FOR THE RECORD, *page 101.*

KYA-AM-FM SAN FRANCISCO, CALIF. • Sold to the Bartell Stations by J. Elroy McCaw and John D. Keating for approxi-

mately $1 million. KYA operates on 1260 kc with 5 kw day and 1 kw night. Comr. Bartley voted for a McFarland letter.

KNAC-TV FORT SMITH, ARK. • Sold positive control to Harry Pollock (former 16.6% owner) by purchase of additional 50% interest from George T. Hernreich for $175,000. KNAC-TV operates on ch. 5 and is affiliated with CBS.

KBUC CORONA, CALIF. • Sold to Radio KBUC Inc. by Radion Broadcasting Inc. for $175,000. Radio KBUC principals are James Hadlock, president, Hadlock & Assoc., Hollywood advertising agency; Naum B. Healy, former owner of KDOT Reno, Nev.; Jerry Scoggins of Cass County Boys, and Paul Borofsky, movie film editor. KBUC operates on 1370 kc with 1 kw day, 500 w night.

WZIP COVINGTON, KY. • Sold to Ed Weston, assistant general manager of WCPO-AM-FM-TV Cincinnati, Ohio; Arthur Stelloff, soft drinks bottler, and Len Goorian, media merchandising, by WZIP Inc. (Arthur L. Eilerman, president) for $150,000. Mr. Weston was largely responsible for WCPO winning several awards such as the Alfred P. Sloan and *Variety* management awards. Mr. Weston helped to found the Cincinnati Summer Playhouse and is now the theatre's vice president and director. WZIP operates on 1050 kc with 250 w, day.

WGCM GULFPORT, MISS. • Sold to E. O. Roden and others by Hugh O. Jones for $150,000. Mr. Roden has interests in WBIP Booneville, Ind., WTUP Tupelo, WAZF Yazoo City and WEGA Newton (see below for grant of sale of this particular interest), all Mississippi, and KREL Baytown, Tex. Comrs. Hyde and Bartley voted for a McFarland letter on this grant. WGCM operates on 1240 kc with 250 w, and is an ABC affiliate.

KXLK GREAT FALLS, MONT. • Sold to Pat M. Goodover, president and general manager of KXLL Missoula, Mont., by Z-Bar-Net for $60,000. Seller is negotiating purchase of part of the stock of KFBB-AM-TV Great Falls, see KFBB-AM-TV above; present approval is thus required under FCC duopoly rules. Other Z-Net stations: KXLF Butte, KXLJ Helena, KXLQ Bozeman and KXLL Missoula, all in Montana.

WEGA NEWTON, MISS. • Sold to East Central Broadcasting Co. by E. O. Roden and others for $12,500 cash or $15,000 terms. East Central Broadcasting is owned by F. M. Smith and B. L. Blackledge, who hold 76% interest, and also own WBKH Hattiesburg. WEGA operates on 1410 kc with 500 w, day.

Omaha, Pittsburgh Courts Allow Broadcast Coverage

Two notable victories were scored in the radio-tv campaign for courtroom access last week by WOW-AM-TV Omaha and WIIC (TV) Pittsburgh.

The WOW stations report that District Judge James T. English permitted them to give on-the-spot coverage of the verdict in the first degree murder trial of George Daniel Jones. During the early phases of the two-and-one-half-week trial, the judge declared an "open-door" policy and permitted news media to install cameras in the courtroom doorway. WOW-TV's artist sketched the trial from the very beginning. The stations assigned seven newsmen to cover the trial and when the verdict was reached, both of them carried an audio simulcast of it. The stations report that Judge English said "on-the-spot coverage did not disrupt the decorum of the court."

In another incident, a WIIC news crew was permitted into Criminal Court in Pittsburgh to film a hearing held in connection with a murder case.

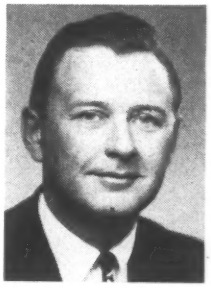
White Assumes WLEX Ownership

WLEX Lexington formally changed hands March 1 from Central Kentucky Broadcasting Co. to Lexington Broadcasting Corp., owned by Roy B. White Jr. Mr. White, who was in business in Cleveland, Ohio, is moving with his family to Lexington to take over management of the station, but no personnel changes are contemplated, he has announced. Call letters are to be changed within 90 days. Central Kentucky Broadcasting, owned by J. D. Gay Jr. and H. G. Bell, continues to operate WLEX-TV.

MR. WHITE

Teter Elected to PGW Board

Robert H. Teter, vice president and director of radio, Peters, Griffin, Woodward, station representative, was elected last week as a member of the board of directors. Mr. Teter's election was announced by H. Preston Peters, PGW's president, after a PGW stockholders meeting. Before his affiliation with PGW (joined last May), Mr. Teter was executive assistant to Donald H. McGannon, president of Westinghouse Broadcasting Co., and previously was general manager at KYW Philadelphia.



MR. TETER

REPRESENTATIVE APPOINTMENTS

WVIP (TV) Wilkes-Barre, Pa., names Elizabeth Beckjorden.

KQV Pittsburgh has appointed Adam Young Inc., N.Y.

KIOA Des Moines, Iowa, and **KAKC Tulsa, Okla.,** both owned and operated by Public Radio Corp., appoint Weed & Co., effective April 1 for KIOA and July 1 for **KAKC.**

Riding The Crest of Tidewater Radio!

WGH — TIDEWATER'S BIG STATION!

24 hours of exciting color sound. The latest in news and music, music, music. Deluging Hampton, Newport News, Portsmouth and Virginia Beach with the finest in radio entertainment.

Signal your John Blair Skipper

WGH RADIO

Tidewater's BIG Station --- 5000 watts
Channel 131 . . . Norfolk, Virginia

HAMMER REASSURES MBS OUTLETS

Armand Hammer, Mutual board chairman who also assumed the presidency of the network in a surprise move 10 days ago [AT DEADLINE, March 3], went on closed circuit last Thursday to reassure MBS affiliates of his confidence in the network's future.

Earlier in the week in another closed-circuit appearance he had explained that, as indicated earlier, the ouster of Paul Roberts as president and Bertram J. Hauser as executive vice president stemmed from differences over programming policy. He indicated that Mutual would return, as soon as contract commitments permit, to closer adherence to music, news and special events as the backbone of programming.

In the meantime Mr. Hammer announced that the 14-man Mutual Affiliates Advisory Committee will meet with MBS officials in Washington, March 28, and be guests of the network the following night at the annual dinner of the Radio-Tv Correspondents Assn. Robert F. Hurleigh, Mutual vice president in charge of Washington operations and newly elected board member, is retiring president of the correspondents group.

Mr. Hammer's closed-circuit talk Thursday actually consisted of taped excerpts from a talk he made earlier in the day to Mutual personnel in New York. Joining him were George Vogel, new executive vice president, and Mr. Hurleigh, both of whom also took part in the Monday closed circuit.

MR. HAMMER MR. VOGEL MR. HURLEIGH

Mr. Hammer told both affiliates and staff that Mutual is "a going concern" and assured them that he would never have invested in the network if he had any doubts as to its future. He first became identified with Mutual last August when he and a group of associates, including Mr. Roberts, bought the network from RKO Teleradio Pictures for some $550,000 [NETWORK, Aug. 12, 1957].

Mr. Roberts, meanwhile, set up temporary offices last week at 527 Madison Ave., New York (telephone: Plaza 3-6295), but gave no details of his immediate plans. As the largest individual stockholder of Mutual (though his stock is non-voting), he noted that he had "very great interest" in Mutual's success. There was speculation that he might revive his tentative offer, made while MBS president, to acquire ABN, but he said he had given no thought to the idea.

Mr. Hauser's plans were not immediately disclosed, either.

In another MBS development, not necessarily related to the change in command, John Finley, former CBS account executive, joined the network's midwest division headquarters in Chicago in a similar capacity. Robert Jones, division manager, said this was the first step in a long-range plan to expand Mutual's midwest sales activities.

Mr. Hammer has indicated that his tenure as president of the network will be "temporary" but has given no clue as to when or by whom he will be succeeded. Presumably he will continue as board chairman.

He is a man of many interests. He is president of Hammer Galleries, New York art firm, and of Occidental Petroleum Corp. of Los Angeles. He spends approximately half of each year at Colt's Neck, N. J., where he raises Aberdeen Angus cattle, and the other half in Los Angeles. In 1946, as president of United Distillers of America (which he later sold), he organized and headed a campaign to raise 100 million pounds of grain for Europe's hungry. He was named to the citizens' food committee by President Truman in 1947, and also was on the advisory board of the Institute for Peace.

Sarnoff Cites Example in Claim Audience Decides on Programs

Robert W. Sarnoff, NBC president, last week disputed charges that network programming fare is controlled by "a handful of powerful advertisers" and by network presidents.

Mr. Sarnoff set forth his position in the regular monthly letter he sends to radio-tv editors throughout the country. He contended that in the final analysis it is the viewing public that decides which programs are carried on tv. To make his point, Mr. Sarnoff gave a behind-the-scenes summary of the steps taken to place a television show on the network and, as an example, used the new *Jefferson Drum* tv film series about an editor-publisher in the Southwest, which will begin on NBC-TV next month (Fri. 8-8:30 p.m.).

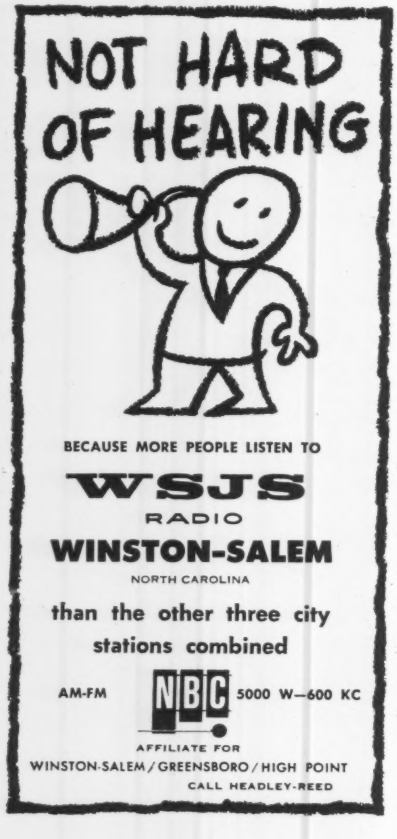
Mr. Sarnoff noted that more than 150 persons were involved in the selection of *Jefferson Drum*, and added: "No powerful advertiser ordered us to put it in. The president of the company issued no executive proclamation that this is what the people wanted. The network program organization, as the architect of the overall schedule, decided in consultation with numerous staff specialists this would be a good show for a particular time period and the sales department then went out and sold it."

Krayer Gets Additional NBC Post

The appointment of Anthony C. Krayer Jr. as business manager of NBC owned stations and NBC Spot Sales was announced last week by Thomas S. O'Brien, director of business affairs for both units. Mr. Krayer joined the network as business manager of NBC Spot Sales in May 1956 and earlier had been chief accountant of WPIX (TV) New York and with the public accounting firm of Price, Waterhouse & Co., New York.

KTOK Becomes CBS Affiliate

KTOK Oklahoma City becomes the 201st primary affiliate of CBS Radio March 30, it was announced last week by William A. Schudt Jr., CBS vice president in charge of station relations. KTOK, which replaces KOMA as CBS Radio affiliate in Oklahoma City, operates on limited time on 1000 kc with 5 kw. KTOK is owned by KTOK Inc. Tom Johnson is manager.

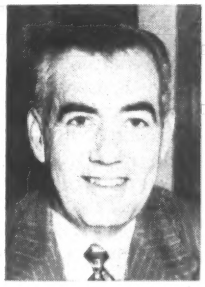


Fairbanks Appointed NBC Radio Sls. Mgr.

William F. Fairbanks, eastern sales manager, NBC Radio, has been promoted to national sales manager, it was announced last week by William K. McDaniel, vice president in charge of NBC Radio Network sales. Harry E. Hobbs, account executive in radio sales department, was named to Mr. Fairbanks' former post.

At the same time Mr. McDaniel announced promotion of Murray Heilweil, merchandising manager of NBC-TV, to the newly-created position of marketing director for NBC Radio. "There are roughly four times as many clients using network radio as in pre-television days and at least four times as many different uses of network radio," Mr. McDaniel said, explaining the establishment of the new post. "Mr. Heilweil will work closely with the marketing departments of advertising agencies and radio clients in developing and expanding the use of radio in their marketing plans," he added.

Mr. Fairbanks, originally with NBC in



MR. FAIRBANKS

MR. HEILWEIL

1931 as a page, rejoined the network sales department in January 1956 and in September of that year was named eastern sales manager. During World War II he was director of Office of War Information network allocation plan which controlled allocation of war messages broadcast to civilians on all networks.

Mr. Heilweil joined NBC in January 1952 to aid in the organization of the network's merchandising department and was appointed merchandising manager of NBC-TV in 1953.

NETWORK SHORTS

KSWI Council Bluffs, Iowa, KOY Phoenix and **WMPT South Williamsport, Pa.,** have become affiliates of ABN.

WABG-TV Greenwood, Miss., has signed as interconnected station of CBS-TV under extended market plan, network reports. WABG-TV becomes network's 188th interconnected station, and expects to go on air on or about June 1, operating on ch. 6.

Keystone Broadcasting System, reports 10 new affiliates, giving total of 1,027, are KZOL Muleshoe, Tex.; WGTN Georgetown and WALD Walterboro, both South Carolina; WKOV Wellston, Ohio; KRSN Los Alamos, N. M.; WAHL Hastings, Mich.; WTYM Springfield, Mass.; WEND Baton Rouge, La.; WFDR Manchester, Ga., and KVNC Winslow, Ariz.

FILM

AAP Sales Pass $40 Million; UA Wants Full Control of AAP

Associated Artists Productions, it was learned last week, will launch a second 52-feature Warner Bros. package called "Jupiter," just before the NAB convention next month. AAP's "Vanguard"—its first 52-feature package—was released earlier this year under the company's new sales policy of splitting its Warner Bros. features into smaller packages. The Jupiter title maintains AAP's allusion to satellite rockets. Also disclosed: AAP's report on sales and United Artists Corp. moves to acquire full control of AAP.

Sales to tv have passed the $40 million mark, according to AAP President Eliot Hyman. AAP began selling the Warner Bros. feature and cartoon libraries and the Popeye cartoon library in July 1956. Mr. Hyman last week said AAP has sold features to 144 tv stations in the U. S., Warner Bros. cartoons in 91 markets and Popeyes in 128 markets.

The AAP sales picture was revealed as a report circulated that UA is preparing to file with the Securities & Exchange Commission for purchase of remaining shares in AAP. UA, through its subsidiary, Gotham Television Corp., last December bought 700,000 shares of the capital of Associated Artists Productions Corp. at $12 per share, or a total of $8.5 million, half in cash and the other half an undertaking for a sinking fund 6% debenture.

A purchase of remaining AAP stock would give UA full ownership of AAP, principally a distribution company. But, as expressed by Mr. Hyman: AAP fully expects to be "reasonably in the business of selling feature film" for the next 10 years. AAP, it is said, would become the distribution subsidiary of UA once the latter company assumed full control.

As of mid-1957 AAP outstanding shares totaled approximately 1.6 million. Litigation pends in New York Supreme Court in which NTA is contesting the UA-AAP stock disposition. NTA had claimed acquisition of majority stock in AAP last November.

Schwimmer Sets April Release For Golf, Bowling Film Shows

Walter Schwimmer Inc. plans to release its new *Top Pro Golf* and *Championship Bowling* film series for syndication to stations by April 6, it was announced last week by Walter Schwimmer, president of the production-distribution firm.

At the same time Mr. Schwimmer reported plans for shooting the 1958-59 first-run series of both properties early in June. He said arrangements are underway with leading golfers and bowlers for both series.

The newest Schwimmer property, *Top Pro Golf*, originally debuted on ABC-TV last October as *All Star Golf* and commanded favorable ratings in competition with several other network sports tv programs on Saturday afternoons. It is being offered stations for spring and summer programming. Mr. Schwimmer reported several sales among stations, including WBKB

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Saturday	47.0	43.9	41.7
Sunday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM TV 3—Calif. Eureka · KBES TV 5—Oregon Medford · KOTI TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16
or ask BLAIR Television ASSOCIATES INC. national representatives
New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

(TV) Chicago, WXYZ-TV Detroit and KSTP-TV Minneapolis.

The other, *Championship Bowling*, is in its fourth year of summer syndication and is claimed by Mr. Schwimmer to have garnered equally high ratings.

MGM-TV Appoints Rabinovitz To New Post, General Manager

A major appointment at MGM-TV, division of Loew's Inc., was announced Friday by Charles C. Barry, vice president of the division. Jason Rabinovitz, assistant treasurer of Loew's since last November, has been named general manager, a newly-created post.

The Rabinovitz appointment, described as "in keeping with increased tv activity" at MGM-TV, also was seen as indicating additional administrative control in the company's tv financing. The television activity has become more complex as MGM-TV has stepped up tv film production, feature film sales and tv commercial production. Mr. Rabinovitz, associated for eight years with American Broadcasting-Paramount Theatres, was administrative vice president of ABC-TV.

World News Service Results From CBS Newsfilm-ITN Pact

CBS Newsfilm and Independent Television News of Great Britain will unite in supplying television stations, effective immediately, with worldwide daily newsfilm service, it was announced last week by Sig Mickelson, vice president and general manager of CBS News, and Geoffrey Cox, editor of ITN in London.

CBS Newsfilm stories will be sent to European and Middle East tv stations from New York on a daily basis. CBS Newsfilm will be responsible for film coverage of North and South America, the Far East, the Pacific and other non-European areas. ITN will supply daily film coverage from London for events in the United Kingdom, Europe, the Middle East and British Commonwealth countries.

Also announced last week was a domestic arrangement in which CBS Newsfilm and WMTV (TV) Madison, Wis., are cooperating to extend the use of the newsfilm to WHA-TV Madison, educational station operated by the U. of Wisconsin. Newsfilm supplied to WMTV will be made available to WHA-TV.

Paramount Pictures Corp. Plans to Produce Tv Film

Paramount Pictures Corp., which has completed the sale of its pre-1948 features to Music Corp. of America, is joining other Hollywood majors on still another tv front by plans to produce film for television.

Paramount-Sunset Corp., a subsidiary, will produce the tv film. Among the plans: base some series on theatrical films made by Paramount; consider financial arrangements with independent tv producers for pilot film production, and enter production pacts with independent companies. Paramount-Sunset Corp. already operates major studio facilities as a rental service to outside tv and film producers.

SAG Members Asked To Authorize Strike

The board of Screen Actors Guild has asked members for authorization to strike against the producers of filmed commercials for tv, should that action be the only means of obtaining a satisfactory contract. Ballots were mailed to members Tuesday with a letter urging that the Guild's negotiating committee be given the full backing of the membership, as expressed by the strike authority, in the final stages of negotiations. March 18 is deadline for the return of ballots to SAG Hollywood headquarters. The former agreement expired March 1.

Guild demands on the producers of filmed tv commercials — and the board letter stresses that neither tv entertainment pictures nor theatrical pictures are affected— were presented Jan. 20 [PERSONNEL RELATIONS, Jan. 20]. "While it is obvious that progress has been made in three weeks of negotiations, it is equally obvious that substantial differences yet seriously divide us," the board states, citing an outline summary of the present positions of both union and employers on the SAG proposals, enclosed with the letter.

In general, the summary indicates agreement by employers with SAG's position that the growth of tv in recent years warrants increased pay for talent employed on commercials, but the employers would limit the amount of the increases below those proposed by the union. The employers want to retain the present system of "unit payment" whereby commercials are paid for only if delivered, rejecting the SAG demand for payment for each commercial when made. The employers also want to retain the system of maximum use payments for a 13-week cycle and offer to raise the cut-off point from $650 to $715 for "on camera" and from $485 to $535 for "off camera" rather than consent to the SAG proposal to eliminate the cut-offs and to provide for payments for all uses, although at substantial discounts as the number mounts.

The employers also are standing pat on the present weighting of New York, Los Angeles and Chicago at 7 each, rejecting SAG demands that New York be weighted at 18, Los Angeles and Chicago at 9 each and Philadelphia at 3. The Guild wants a two-year contract; the employers want it to run for five years. SAG proposals for limiting commercials to the products of a single sponsor, for 20% added pay for each tag made for a commercial, for protection to players against oppressive exclusivity clauses, for limitation on period of use of commercials and for added reports have not been accepted by the employers but they are willing to discuss them.

The producers have agreed to pay for performers' services if they are required to make longer or shorter versions of a commercial, to having the length of sessions designated, to a 30-minute limitation on voice tests, added pay for contractors, pay for double tracking, designation of type of hiring (player vs. extra work), to ban the use of theatrical or tv entertainment film in the commercial without pay and to some other SAG demands. But there is no agreement on SAG proposals for added pay for voice doubling, definition of local participating programs, extension of geographic coverage of contract, restriction of photography to tv exhibition, nor on technical definitions.

AFM Strike, Sans Pickets, Continues Against Studios

A strike of American Federation of Musicians against the major motion picture studios in Hollywood [PERSONNEL RELATIONS, Mar. 3, Feb. 24] continued as a picketless action last week. Reports that if the strike continues the producers will have the sound tracks for their new pictures recorded abroad rather than hold up the release dates brought increased pressure from some members of AFM Local 47 in Hollywood for permission to set up picket lines around the studios.

Late last week, however, the union's national headquarters was maintaining its "no picketing" policy. A spokesman for the local discounted the reports as "propaganda" designed to alarm the musicians and pave the way for a settlement of the strike on more favorable terms for the producers than might otherwise be possible. He admitted that they had succeeded in alarming "some members" of Local 47.

Herman Kenin, west coast representative of the national AFM; Henry Kaiser, AFM attorney, and Eliot Daniel, president of Local 47, in a three-hour meeting Thursday attempted to persuade a delegation from the Composers & Lyricists Guild headed by Guild President Leith Stevens that CLG members should withhold their services from the struck studios. There was no yes or no decision Thursday and the two groups will meet again tomorrow (Tuesday).

RTDG Plans Network Terms

Terms to be proposed to the radio and tv networks for new contracts to succeed those expiring Dec. 31, 1958, were discussed by the national board of the Radio & Television Directors Guild, meeting Monday-Wednesday in Hollywood. The group deferred a final decision until its next meeting, to be held in October in New York. Presidents of the New York, Hollywood, Chicago, Detroit and Cleveland RTDG locals, plus seven New York directors and four from Hollywood, attended the three-day meeting with Newman H. Burnett, national executive director from New York and Elizabeth Gould, executive secretary, from Hollywood.

Script Heads Pick IATSE

Script supervisors at Allied Artists, Columbia, Loew's Paramount, 20th Century-Fox, Universal, Walt Disney and Warner Bros. have voted to be represented in collective bargaining by Script Supervisors Local 871 of IATSE in a National Labor Relations Board election held Monday in Hollywood. The vote was 34 to nothing, with two ballots challenged. Overwhelming preference for the IATSE affiliation will get prompt NLRB certification for that union, without delay to investigate the challenged votes.

Telemovies Now on Rebound After Operational Changes

The Bartlesville Telemovies project has experienced something of a comeback, according to an announcement last week, after suffering a crisis of confidence a number of weeks ago when the Telemovies subscriber list dropped to 300. This 300 mark was the low point of a steady reversal which had been hitting the nation's only wired pay tv system since December of last year [LEAD STORY, Feb. 10].

Although Video Independent Theatres Inc., Telemovies promoter, admits that "the future of (Telemovies) is still to be determined," it would appear that recent changes in the operation have helped produce a jump from the low of 300 subscribers to the current number of about 600. Among the major changes, first of their kind for Telemovies; a price cut from $9.50 to $4.95 a month for the service; a reduction to only one channel of movies instead of the former two, with background music by Muzak placed on the second channel; addition of a program of Sunday matinee art films, and inauguration of a community antenna service for subscribers.

According to Henry S. Griffing, Video Independent's president, a particular hardship faced by Telemovies, "one . . . that was unexpected and undeserved . . ." was the competition of free movies on tv. Mr. Griffing cited the fact that Telemovies had to compete with 147 free movies coming into Bartlesville via Tulsa's three channels during the month of December alone.

Telemovies needs 2,000 subscribers to break even, its officials have said in the past. To be successful, the goal is 4,000 subscribers—half of the 8,000 tv homes in Bartlesville. "When we started this program we predicted it would take at least a year to find out whether Telemovies are economically feasible," Mr. Griffing said. "After our first five months at Bartlesville, we haven't found any reason to change that prediction."

AP 'Readjusts' Broadcaster Fees, First Such Move in 18 Years

The Associated Press last week reported that the news agency has put into effect on March 1 its first "readjustment" in fees for radio-tv station members in 18 years. A spokesman said that some tv and radio stations' fees had been raised "moderately" while others remained the same and added that the "readjustment" also extended to newspaper members. He pointed out that AP from time to time has evaluated the fees of individual members and placed into effect changes when warranted. He said it was decided this approach should be extended to radio-tv members.

City Council Grants Requests, L. A. Toll Tv Bids Canceled

Toll tv is dead, or at least dormant, in Los Angeles. The city council last Wednesday complied with requests of two organizations that had been granted franchises to install and operate closed-circuit toll tv systems that these franchises be canceled [PROGRAM SERVICES, March 3]. Their decision to withdraw followed a successful campaign of a citizens committee against pay tv to delay action on the council grants until the voters had expressed their views in a public referendum, probably at the time of the primary elections in June. This, the toll tv organizations felt, gave them too short a time for waging a successful educational campaign to win a favorable decision from the voters.

NCAA Approves Grid Tv Plan Despite Big Ten Objections

Membership of the National Collegiate Athletic Assn. has approved its 1958 controlled football tv program by a referendum vote of 194-19, according to Walter Byers, NCAA executive director.

Thus, this fall's plan becomes effective despite charges it discriminates against the Big Ten Conference and the U. of Notre Dame in limiting any NCAA district participation to six teams in national network telecasts. In general, the program combines national and regional game features as in recent years [PROGRAM SERVICES, Feb. 17, 3].

NCAA's referendum vote was slightly less favorable when compared with last year's ballot for similar controls—212-4. NBC-TV has obtained national tv rights and now is seeking to sell the *Game of the Week* to sponsors [NETWORKS, March 3]. Once advertisers have been signed, the national grid telecast program will be set and regional rights, sponsorship and schedules will be arranged for the eight NCAA districts.

ASCAP Sends Total $13 Million To Members in Last Half of 1957

ASCAP distributed $5,260,169 for the third quarter of 1957 and $5,643,730 for the fourth quarter plus $2,174,056 sent to members in December from foreign revenue, it was announced at the semiannual meeting of West Coast members in Beverly Hills, Calif.

ASCAP now has 3,027 radio stations, 19 national and regional radio networks, 471 television stations and 3 television networks licensed to use music of members, plus 26,682 general licensees (hotels, restaurants, etc.) Reporting from ASCAP President Paul Cunningham, former President Stanley Adams said a new four-year television contract had been negotiated in a friendly atmosphere with only the normal give-and-take. He predicted the same would apply to negotiations for a new radio contract to succeed the one expiring at the end of 1958. Significant of the state of broadcaster-ASCAP relations, he reported, is NAB's invitation to ASCAP to produce a banquet show for the Los Angeles convention.

"PAAR-TICIPATION is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida

FLORIDA'S COLORFUL STATION

ENGINEERS TO SEE NEW VTR PROGRESS

- **RCA, Ampex to show gear**
- **NAB's BEC sets agenda**

The newest developments in monochrome and color video tape as this recording medium enters general broadcast service will be unveiled by RCA and Ampex Corp., pioneers in the field, at the 12th annual NAB Broadcast Engineering Conference. The meeting will be held April 28-May 1 during NAB convention week in Los Angeles.

Both aural and video broadcast equipment and techniques will be demonstrated during the 3½-day conference. Sessions will be held in the Statler Hotel, according to A. Prose Walker, NAB engineering manager. Some of the NAB equipment exhibits will be housed in the Statler, with others at the Biltmore Hotel where management meetings will be held.

Engineers will meet jointly with management the mornings of April 29 and 30. The morning of April 29 marks the formal opening of the management program, including the keynote address by CBS President Frank Stanton. The annual FCC-industry panel discussion will be held the morning of April 29, with both engineering and management delegates taking part.

Engineering sessions open April 28. Topics include remote control of directional antennas, by a representative of Collins Radio Co.; remote control of high-power transmitters, RCA; status of remote control and automatic operation, by Mr. Walker; effects of reradiation from tv towers on directional antennas, CBS; low-cost remote gear built by station personnel, William C. Grove, KFBC Cheyenne, Wyo.

NAB President Harold E. Fellows will address the opening engineering luncheon. The afternoon program includes papers on the Ampex VR-1000 video recording apparatus by Charles P. Ginsburg, RCA color videotape by A. H. Lind, and the new three-image orthicon color camera, by J. F. Wiggin of General Electric Co.; network transmission panel.

The April 29 afternoon program includes an analysis of compatible single sideband system by G. A. Olive of RCA, plus operating discussions by Frank Marx, ABC, and John H. DeWitt Jr., WSM Nashville, Tenn., and others; stability in am directional antennas, Dr. George Brown, RCA; fm multiplex, William Tomberlin, KMLA (FM) Los Angeles; uni-level and limiting amplifiers, A. M. McGee, GE.

Sir Harold Bishop, engineering director of British Broadcasting Corp., will address the April 30 luncheon.

The afternoon program includes small-market tv, F. D. Meadows, Sarkes Tarzian Inc.; new image orthicon tube, Dr. H. J. Hannam, GE; systems test techniques, ABC; tv broadcast repeaters, Dr. Byron St. Clair, Adler Electronics; vidicon equipment, Kin Tel.

The final morning program opens with a paper on the Chroma-Key color inset system, F. J. Gaskins and R. C. Kennedy, NBC; a talk on management and the engineer, A. James Ebel, KOLN-TV Lincoln, Neb.; BBC equipment, F. C. McLean; monochrome tv film standards, K. B. Benson, CBS; transistors, John J. Rienzo, Sylvania Electric Products; color tv lighting, Kliegl Bros.; Television Allocations Study Organization, Dr. George Town, director.

The conference will close at noon April 1 with a luncheon at which Admiral Charles Horne, vice president and division manager of Convair, Pomona, Calif., will speak on guided missile equipment.

Dr. Lee de Forest, inventor of the three-element vacuum tube, will be honored at the May 1 luncheon. Now 85 years old, he has over 300 inventions in the electronic and communications fields.

DBA Re-elects Incumbent Slate At New Orleans Annual Meeting

Richard E. Adams of WKOX Framingham, Mass., was re-elected president of Daytime Broadcasters Assn. at the organization's annual meeting in New Orleans Feb. 28-March 1. Returned to office with him were J. R. Livesay, WLBH Mattoon, Ill., chairman of the board, and Joe Leonard, KGAF Gainesville, Tex., secretary-treasurer.

A highlight of the meeting was the closing banquet, addressed by Robert Eastman, president of ABN, who offered ideas to increase radio revenue. Earlier, DBA officers reported on progress of its moves seeking uniform broadcast hours from 5 a.m. to 7 p.m. Mr. Adams said, "We shall intensify our efforts in this direction and we look forward confidently to the forthcoming proceedings before the FCC." In a resolution the group reaffirmed the action of DBA membership in opposing ratification of the proposed U.S.-Mexico broadcast agreement.

Seven Renominated For NAB Radio Board

Seven members now serving on the NAB Radio Board of Directors have been nominated as candidates for re-election during the spring election process, to be completed March 24. Twelve directorships will be filled during the election—one in each even-numbered NAB district and one in each of the four at-large classifications.

James H. Moore, WSLS Roanoke, Va., was ineligible to run in District 4, having served the maximum two consecutive two-year terms. Edward F. Baughn, WPAG Ann Arbor, Mich., was not a candidate for re-election in District 8. John M. Outler Jr., who has retired from WSB Atlanta, was not certified as a candidate for the at-large group. Robert O. Reynolds, KMPC Los Angeles, and Todd Storz of the Storz station group were not nominated in the District 16 and medium-station classifications.

A special election will be held this spring to fill the District 15 post vacated by J. G. Paltridge, formerly of KROW Oakland, Calif., and now with KABC Los Angeles. The election process will not be completed until May.

Nominees for district directorships follow: District 2—Simon Goldman, WJTN Jamestown, N. Y. (incumbent) and Michael R. Hanna, WHCU Ithaca. District 4—W. Frank Harden, WIS Columbia, S. C., and Jack Younts, WEEB Southern Pines, N. C. District 6—F. M. Smith, WBKH Hattiesburg, Miss., and F. C. Sowell, WLAC Nashville, Tenn. (incumbent). District 8—J. M. Higgins, WTHI Terre Haute, Ind., and Lester G. Spencer, WKBV Richmond, Ind. District 10—Ben B. Sanders, KICD Spencer, Iowa (incumbent), and C. L. (Chet) Thomas, KXOK St. Louis. District 12—Robert L. Pratt, KGGF Coffeyville, Kan. (incumbent), and Thad M. Sandstrom, WIBW Topeka, Kan. District 14—George C. Hatch, KALL Salt Lake City (incumbent) and J. W. Wright, KSL Salt Lake City. District 16—Tom Chauncey, KOOL Phoenix, and Robert J. McAndrews, KBIG Avalon, Calif.

At-large nominees: Large Stations—John H. DeWitt Jr., WSM Nashville, Tenn., and Richard H. Mason, WPTF Raleigh, N. C. Medium Stations (four nominees because of ties)—Richard M. Brown, KPOJ Portland, Ore.; Grover C. Cobb, KVGB Great Bend, Kan.; Robert D. Enoch, WXLW Indianapolis, and Fred A. Knorr, WKMH Dearborn, Mich. Small Stations—J. R. Livesay, WLBH Mattoon, Ill. (incumbent), and Dave Morris, KNUZ Houston. Fm Stations (four nominees because of ties)—William B.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

NATIONAL ASSOCIATION OF BROADCASTERS

A

GOOD PRACTICES

STATION

MEMBERS of NAB who subscribe to its Standards of Good [radio] Practice soon will be displaying this symbol. The heraldic trumpet and lightning streak represent radio communications and stations displaying it will have signed a pledge of adherence characterizing the Standards as "the public expression of the ideals and ethics that guide" the radio industry in its day-to-day operation. Subscribers also may broadcast an orchestral symbol arranged by Percy Faith.

Caskey, WPEN-FM Philadelphia; Frank Gaither, WSB-FM Atlanta; Raymond S. Green, WFLN-FM Philadelphia, and Merrill Lindsay, WSOY-FM Decatur, Ill. (incumbent).

Election procedure for the Television Board was started last week as station members were sent forms to certify the person eligible to be nominated and elected to the board. The forms must be returned to NAB by March 24. Nominations and election are scheduled April 29 during the NAB Los Angeles convention. Terms of these tv directors expire at the convention: John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., vice chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; James D. Russell, KKTV (TV) Colorado Springs, and Harold P. See, KRON-TV San Francisco. All are eligible to run for reelection except Mr. Rogers, who has served the maximum time limit allowed by the bylaws.

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ALL INQUIRIES CONFIDENTIAL

AFA Feels IRS May Clarify Tax Plan on Institutional Ads

The prospect appears that the Internal Revenue Service may clarify the language of its new tax law to prevent curbing of non-political institutional advertising, it was indicated after a three-hour meeting between IRS and officials of the Advertising Federation of America Feb. 25. A proposed amendment of Sec. 1.162.15(c) to disallow tax deductions for lobbying advertising was criticized earlier by AFA as potentially destroying $1 billion worth of advertising [ADVERTISERS & AGENCIES, Feb 3]. IRS had aimed its guns at institutional ads which specifically concern legislation, but AFA said the language of the proposed law would hurt all institutional advertising, including that on radio-tv.

After the IRS-AFA conference, AFA said that "while the federation is in agreement with the objectives intended to be accomplished by this section [of the law], it is the belief of AFA that the proposed regulation can still provide wording limited to the intention of the law and, at the same time, fair and easily understandable to all legitimate advertising."

Couric Named NAB News Manager

John M. Couric, chief writer at NAB headquarters Washington, has been promoted to news manager, it is being announced today (Monday) by Donald N. Martin, NAB public relations chief. In addition, Larry Sims, formerly publicity writer at J. M. Mathes Inc., New York, will take over Mr. Couric's former duties.

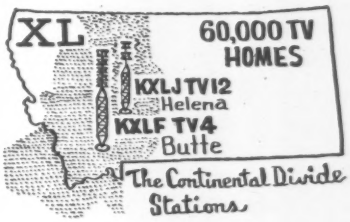
MR. COURIC

Prior to joining NAB's public relations staff over 12 months ago, Mr. Couric was with the Washington bureau of UP. Mr. Sims, before joining Mathes, was a radio-tv newswriter with NBC, New York

Only a Few, Not Many—Sweeney

Some but not many radio stations today are "in a twilight sleep" induced by corporate owners—such as newspapers—who for some reason do not want their stations to compete aggressively and yet want to hold onto them. This was the gist of an unpublicized portion of a talk by RAB President Kevin Sweeney at the Dallas meeting of the American Assn. of Advertising Agencies Southwest Council on Feb. 21. Based on other reports from the meeting, BROADCASTING erroneously attributed to him the claim that "many" stations were thus being held down [CLOSED CIRCUIT, March 3]. His text, made available last week, showed he said that some, but "thank God, only a few," stations are in this "twilight sleep."

Dominance in MONTANA



Represented by

The Walker Company-East

Pacific Northwest Broadcasters-West

because...

- 27.4% more daytime circulation than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- Stable labor market with one of the highest per capita incomes
- Best merchandising—best advertising results

Represented by Peters, Griffin, Woodward, Inc.

WROC-TV

NBC–ABC Channel 5

ROCHESTER

SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

BETTER YEAR SEEN FOR TV SETMAKERS

- **Improved profits predicted**
- **Bernhard analyzes producers**

A "reasonable" balance between production and sales of tv sets is seen this year in an investment survey by Arnold Bernhard & Co., investment advisers, New York.

According to the survey, factory shipments probably will not show much of an increase but profit margins reflecting new price hikes of sets should improve.

Tv, the survey report noted, "has been in its own private recession since 1955." Unlikely to persist is what the survey described as "the chaotic price warfare of the past year or two."

The following is a brief summary of the survey's company-by-company analyses in the radio-tv set manufacturing field:

Admiral Corp.—It cut back production last year to achieve a better balance between supply and demand, spent more than $5 million for new automatic production equipment, a retooling intended to bolster sagging unit profit margins, and "clambered aboard the prosperous hi-fi bandwagon." Company is believed to have defense order backlog nearly twice that which existed a year ago, and Admiral's "comeback" is being delayed only by the business recession.

Allen B. DuMont Labs—Belief is that the Lawrence tube, on which DuMont has been working, "has been perfected" but that "poor television market conditions and the business recession presently under way have caused a delay in its introduction." DuMont will have a chance for a stronger financial recovery over the longer term "once the consumer again emphasizes quality rather than price in selecting tv receivers."

Emerson Radio—Tv operations at Emerson have been affected adversely by tv industry's overproduction, shrinking demand, price cutting and keen competition. But firm's radio and phonograph business, particularly transistor portable radios and hi fi phonograph instruments, enjoyed "firmer consumer demand in fiscal 1957." By end of this fiscal year (ends Oct. 31), Emerson can be expected to have favorable reception to its tv and radio sets.

General Electric—Sales of appliances (includes tv) "are almost certain to decline" but with a bright spot in sales of utility capital goods, GE, it's estimated, "will be able to hold the decline in sales and earnings to modest proportions."

Hoffman Electronics—Sales and earnings can be expected to accelerate, chiefly the result of other than tv activity (electrical components field). Though tv accounted for more than 25% of the company's sales volume in recent years, it has failed to return a commensurate profit. Prediction: company will consider liquidating its tv business during the next few years and concentrate on its "more lucrative semiconductor division."

Magnavox—It has an upward trend in earnings, ability to maintain profitable operations in sharp contrast to other major tv set makers, and can expect a modest improvement in "financial results" during the current fiscal year (ends June 30) despite the recession.

Motorola—This company, blending its pursuits in commercial, industrial and military electronics, has maintained high sales and earnings, with the estimated gain in earnings this year expected to be modest because of the general economy.

Philco—Its profit margin contracted during past few years under pressure of a highly competitive market in tv sets and certain appliances, but may improve now because of readjustments in both tv and appliances.

Radio Corp. of America—Earnings may dip "modestly" this year as a result of the recession but cash dividend distribution looks favorable; and RCA is not expected to find mass acceptance of color tv this year despite promotional efforts.

Sylvania Electric Products—Other than its booming defense work, company turned in a "remarkable feat" last year by selling nearly twice as many tv sets as in 1956 though the industry as a whole lagged behind 13%. Tv prosperity (in sets and picture tubes) is seen for Sylvania in year ahead. Company's net operating profit margin is expected to be a little lower this year because of a high proportion of low-profit research and development work but it will "realize larger earnings."

Westinghouse Electric—Since its strike of a few years ago, the company's "sales and profits advanced vigorously." Future pattern at Westinghouse generally is not hinged only to its tv manufacturing, which is only a part of the manufacturer's huge business.

Zenith Radio—This firm still shows increases in unit sales in an industry where factory sales of tv units generally have been down. Zenith's earnings continue at a good rate.

RCA Color Tv Set Sales Up 50% Over Year Ago, Bennett Says

In spite of a 30% drop in sale of "certain home appliances," RCA color tv sets are selling 50% better at this time than they were one year ago, an RCA executive declared last week. Addressing the Indianapolis Advertising Club Thursday, Martin F. Bennett, RCA merchandising vice president, claimed "color is forging ahead . . . and this, mind you, is happening in a time of so-called recession."

He noted that the only way of turning color tv into a mass medium is to expose it to the public as often as possible. Only then do "you get the response you are looking for—interest, excitement and finally, sales." RCA's system of exposure, according to Mr. Bennett, is to demonstrate color in "the most logical setting of all—right in the living room."

He said that the RCA "color carnivals" in such cities as Milwaukee paid off handsomely. "To give you one significant benchmark," Mr. Bennett declared, "for each of the last six weeks of the year RCA Service Co. installations across the country jumped by 30% each week over the week immediately preceding." The top four cities in color sales, he said, are New York, Los Angeles, Philadelphia and Indianapolis.

Philco Reports Sharp Upturn

Philco Corp. in 1957 increased earnings after taxes to $4,363,000 or $1 per common share, compared to $567,000 or 5¢ a share in 1956, according to the annual report released last week. Sales went from $356,568,000 in 1956—a 10-year low—to $372,629,000 last year. Philco export business and overseas production increased substantially last year, President James M. Skinner Jr. told stockholders. Transistor sales by Philco's subsidiary Lansdale Tube Co. tripled in 1957, and production of receiving and cathode ray tubes at Lansdale reached the highest volume in company history. Looking forward to severe competition in consumer products in 1958, Philco said it does not believe sales potentials warrant placing color tv sets on the market but that it is ready to produce color receivers if the situation should change.

Washington Hi-Fi Show Set

New types of stereophonic sound equipment will be demonstrated at the Washington Hi-Fi Show March 14-16 at the Shoreham Hotel. The number of exhibitors will set an alltime record, according to M. Robert Rogers, director of the show. The 67 ex-

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

hibitors will demonstrate over 250 component and package units. A historic feature will be a Violano Virtuoso, built in 1912 and often called "the grandfather of hi-fi."

Westinghouse Electric Sales, Income Skyrocket in 1957

The annual report of the Westinghouse Electric Co. reveals that net sales of the company in 1957 reached an all-time high of $2,009,043,000, an increase of 32% over the $1,527,375,000 for 1956. Net income for 1957 was listed at $72,652,000, equal to $4.18 per share on 16,943,337 shares outstanding, as compared with $3,492,000, equal to 10 cents a share on 16,743,713 shares outstanding at the end of 1956.

Westinghouse, meanwhile, denied reports it is planning an intensive consumer campaign very soon to capture 10% of the color television set market. A spokesman explained Thursday that the company has been in limited production of a table model color set for 1½ years, but said no push is contemplated until Westinghouse decides the time is "right" to aim for 10% of the market—a goal the company tries to attain for all its consumer products. The table model sells for $550 and has a 22-inch rectangular all-glass tube, made by Westinghouse itself.

MM&M Sales, Earnings Up In 1957, Buetow Reports

Recording tape and allied magnetic products enjoyed their best year in sales history at Minnesota Mining & Mfg. Co. during 1957, according to the company's annual report released Wednesday.

Price reductions in some tape lines, however, served to lower profit margins, Herbert P. Buetow, president, told stockholders. The company reported consolidated sales of $370,106,838 for a 12% increase over $330,807,692 in 1956. Earnings on common stock were $39,446,558 ($2.34 a share) in 1957 compared with $38,437,684 ($2.30 per share) in 1956. Income before taxes was $76,326,558 as against $76,123,684 the previous year.

Electrical products, including magnetic recording tape, accounted for 17% of MM&M's consolidated sales last year. Markets for recording tape "continued to expand steadily throughout the year" in video recording, radio broadcasting, and other fields, according to the report.

Admiral Gets Extension on Suit

Admiral Corp. has been granted an extension to April 7 to answer a patent infringement suit filed by Zenith Radio Corp. in Chicago District Court, it was reported Thursday. Unofficially, Admiral has denied charges in the suit alleging infringements of five patents dealing with Zenith's Fringelock circuit for maintaining steady pictures and Space Command remote control unit [At Deadline, Manufacturing, Feb. 17].

MANUFACTURING SHORTS

RCA has introduced new high-sensitivity alternating current vacuum tube voltimeter (RCA WV-74A), designed for laboratory and service use, and new draft transistor of germanium P-N-P alloy type (RCA 2N544) intended for RF amplifier service in entertainment-type battery-operated receivers and commercial receivers operating in am band.

Sylvania Electric Products Inc., radio-tv division, reports that factory sales of its tv sets in January were 18% higher than in January 1957 and was "highest" January in firm's history. Increase in sales was credited largely to new convertible tv set that can be used as console, table model and portable.

Emerson Radio & Phonograph Corp., reports that 15 employes who have served company for 25 years or more, were each awarded 25 shares of capital stock at special ceremony last month. Gold pins denoting 25 years of service and certificates of distinguished service also were awarded to them.

Magnecord Div., Midwestern Instruments Inc., Tulsa, Okla., claims new Model 438-B bridge balance unit, enclosed in portable case or available for mounting in lab rack. Unit serves as bridge between transducer of one, two or four-arm type strain gauge and recording oscillograph. Automatic standardization can be accomplished either by series or parallel methods, but latter is standard type used.

Bell & Howell has introduced new lens for 16mm movie cameras—one that "enables amateur movie maker to 'zoom in' on his subject with all the impressiveness of a tv sportscast." Firm claims device, with maximum lens opening of f/2.2, is "the fastest zoom lens on the market," with four-to-one range of focal length variation. Turn of zoom handle changes length from wide-angle to normal to telephoto, affording versatility of many lens in one. Length is adjustable from 17mm to 68mm. Unit is called Bell & Howell—Angenieux Zoom Lens and retails for $429.95.

Shure Bros. (electronic components), Evanston, Ill., announces incorporation of new ceramic phonograph cartridge in 1958 Stereo Fidelis Console hi-fi units made by V-M Corp. Shure cartridge (PZT) used in V-M 1,000 model is claimed to have high compliance and better low and high frequency reproduction. V-M console includes am-fm radio tuner, stereophonic tape recording unit, twin pre-amps and amplifiers, two co-axial speakers, plus record-changer.

Reeves Soundcraft Corp., N. Y., has announced new extra-long play tape, plus 100, claimed to be "as thin and strong as any conventional long play recording tape manufactured."

Copyright Revision Next Year To Affect Broadcasters in Canada

A new Canadian copyright law is anticipated for next year following the report of a Royal Commission on Copyright, which recommends copyright for radio or television broadcasts. The commission's report dealt in some details with the establishment of fees for use by broadcasters of copyright music on radio and television.

The commission recommended to the government that Canada should ratify the 1952 Universal Copyright Convention and amend the Canadian Copyright Act accordingly. It suggested that terms of copyright in published works, with certain minor exceptions, be reduced from the present period to a period of 56 years from time of publication or at the death of the author, whichever is later.

It also recommended the creation of a broadcasters' right, to enable the copyright of radio or television broadcasts on a disc, film or like device. It suggested that copyright societies be required to maintain up-to-date lists of all works for which they claim performing rights.

The commission suggested that the Canadian Copyright Appeal Board should have the power to pass upon and fix terms of licenses on the application of any interested person. Adoption of this recommendation could possibly lead to a per program licensing system for radio and television.

The commission recommended where copyright music is obtained only from a network by a station not paying fees to the copyright holder, that the Canadian Copyright Appeal Board be empowered to set a nominal fee payable by the station. It recommended that the Canadian Copyright Appeal Board be free to approve a percentage of gross revenue tariffs and examination of books of licensees.

Another commission to look into the specific field of public performing rights, which includes the radio broadcasting and television field, is suggested. This commission is to draft terms of licenses and actual fees payable for approval of the Canadian government. The Canadian Copyright Appeal Board would make periodic revisions, and give reasons for its decisions.

The recommendations are not expected to be implemented for some time in view of the Canadian general election on March 31. The report will have to be studied by the next government and legislation drafted for a new copyright law. Meanwhile it is expected that the commission to look into radio and television performing rights will be appointed later this year by the next Canadian government.

Copies of the report of the Royal Commission on Copyright can be obtained from the Queen's Printer at Ottawa.

Ontario Legislation Offers Radio-Tv Libel Protection

Extensive amendments to bring Ontario's libel and slander legislation up to date were announced in the Ontario Legislature at Toronto late in February. The amendments specifically bring radio and television broadcasts under the legislation and state that defamatory words broadcast by radio or tv will be considered to be published and thus constitute libel.

The amendments also state that "a fair and accurate report in a newspaper or a broadcast" of the proceedings of any administrative body or any commission of inquiry constituted by any public authority are protected from libel action as long as the proceedings are open to the public and the report was not published or broadcast "maliciously."

The amendments do not restrict publications any more than at present but are an attempt to clarify many of the sections of the Ontario legislation, Ontario Attorney-General Kelso Roberts explained. The new act is divided into two sections to help this clarification, one dealing with libel and the other with slander.

Canada Stations Produce Organ

A total of 17 Canadian radio stations now are sending out a syndicated monthly promotion paper, produced at Vancouver, B.C., by Rolly Ford Photo Publication Ldt. It features successful merchandising stories and ideas. Each station has its own masthead on the publication and a "readers' service inquiry memo coupon" listing the case histories covered. The local merchant who wants information on the use of such an idea on his local radio station circles the case history number, sends the coupon to the station, and the sales staff follows up.

Russia Expanding in Radio, Says U.S.S.R. Study Institute

The Institute for the Study of the U.S.S.R. last week issued a report indicating that the Soviet Union is stepping up the production of radio receivers, increasing the power of radio stations and expanding its efforts in jamming of broadcasts originating outside the U.S.S.R.

The institute, a division of the American Committee for Liberation, which also supports the activities of Radio Liberation, pointed out that the number of direct radio receivers in the Soviet Union rose from 70,000 in 1928 to almost 7.4 million in 1956 and the number of radio relay receivers (to which loudspeakers in individual homes are connected by wire) from 22,000 in 1928 to 22 million in 1956. There were 1,324,000 tv sets in the U.S.S.R. in 1956 according to the report. As examples of the Soviet Union's plans for further expansion in the broadcast field, the report cited directives of the Twentieth Party Congress held in Moscow in 1956 which called for the production of 10.2 million radio and tv sets in 1960 and "an approximate increase of 90% in the power of broadcasting stations during the five-year plan and large-scale introduction of high-frequency broadcasting."

IAAB to Mull Democracy Drive

A permanent campaign by Western Hemisphere broadcasters to promote democracy will be proposed at the fifth general assembly of Inter-American Assn. of Broadcasters. The assembly meets March 10-14 at Punta del Este, near Montevideo, Uruguay. Gilmore Nunn, WBIR-TV Knoxville, Tenn., and NAB President Harold E. Fellows will represent the U. S. They will leave for Uruguay this weekend. Topics on the agenda include freedom of information, freedom from government control of broadcasting and copyright problems. IAAB represents over 5,000 private radio and tv stations in North and South America.

ABROAD IN BRIEF

COMMERCIAL ISSUE: The opposition Social Democratic Party in West Germany's lower house has asked the government what it proposes to do about allowing private television broadcasting to operate alongside the government system. The Bundestag discussion was scheduled after rumors had circulated for some time that the government was considering opening the spectrum to private enterprise. Social Democrats oppose free broadcasting on the theory that tv time

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RICHARD C. CRISLER—PAUL E. WAGNER

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Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

rates would be prohibitively high and available only to large advertisers.

TV CIRCULATION: West Germany, 1.3 million registered sets Feb. 1, up 10.4% from January and almost 100% over the previous year; East Germany, 148,847 on Dec. 1, 1957, increasing 10,000 monthly; Holland, 250,000, up 50,000 over the previous three months, tv homes numbering 8% of all families; Italy, 675,000 in January, twice the corresponding 1957 figure; Switzerland, 32,881 registered on Feb. 1, up 1,507 over January.

PRIVATE OPERATORS: West Germany's two latest stations to add commercial tv programming, North German Radio, Hamburg, and West German Radio, Cologne, are negotiating with private groups for operating a daily 30-minute commercial show. They are reported planning to set up two separate companies in which newspaper publishers and other private interests would be represented. These would handle the daily show in the outlets' otherwise non-commercial schedules. The Hamburg and Cologne stations have a combined tv audience of 850,000 registered sets.

RADIO SETS: East Germany, 5.248 million on Dec. 1, 1957; Holland, 2.36 million, and Italy, 6.068 million in January.

AUTOMOTIVE PICTURE: The West German government is discussing regulation of tv receivers in automobiles. Under discussion are special licensing for tv in taxis and buses and a ban on viewing in private cars. Whether the ban should apply only to moving cars is being explored.

INTERNATIONAL SHORTS

Pakistan Government appoints Karachi office of Grant Adv. to handle Pakistan Air Force account. **Khursheed Arshi** heads agency's Karachi office.

U. of British Columbia, Vancouver, has started 15-week advanced course in broadcasting and advertising on radio and television, in cooperation with British Columbia Assn. of Broadcasters. Course is open to persons with professional experience. Lecturers include **Sam R. Fogel,** creative director of Cockfield, Brown & Co., Vancouver, and formerly of Foote, Cone & Belding, N. Y.; **James Patterson,** CBUT (TV) Vancouver, and from U. of B. C., **Allan Thomas, Dr. G. Read Campbell** and **Robin Pearce.**

Assn. of Canadian Advertisers, Toronto, are receiving nominations for its annual gold medal award, given to person who has performed outstanding services for advancement of advertising. Nominations have to be filed by March 31 for selection by jury composed of representatives of all segments of advertising industry. Presentation is to be made at annual ACA meeting at Toronto in May. Representing radio and television on award jury is **C. A. Fenton,** radio sales director of Canadian Assn. of Radio & Tv Broadcasters, and **Walter Powell,** commercial manager of CBC.

AWARDS

Four Stations Win Awards For Outdoor Ad Promotion

Radio-tv stations are not adverse to using billboards and posters to promote network and local programs—in fact, four of them have won awards in the sixth annual contest of the Outdoor Adv. Assn. of America, announced in Chicago Wednesday.

Major consideration in the competition was placed on results achieved through effective application of outdoor advertising to the advertiser's marketing and sales objectives. Broadcast winners:

Poster campaign (more than 3 but less than 12 months): First award, WSTV Steubenville, Ohio; second award, Bannock Cable Tv Inc. (community antenna tv system), Pocatello, Idaho; embellished painted bulletin campaign: second award, KONO San Antonio; combined poster and painted bulletin campaign: third award, WHBQ-AM-TV Memphis (through Rosengarten & Steinke agency).

Broadcasters made an "exceptionally good showing" in the 1957 contest, OAAA pointed out, "reflecting intensified promotion efforts by the industry." The entries indicated "local broadcasters are using the outdoor medium primarily for audience promotion and to merchandise sponsored network and local programs."

Judges were Roy J. Boyer, media supervisor, Tatham-Laird Inc.; Ray Finnegan, copy group head, J. Walter Thompson Co.; Carl Gylfe, media director, Cunningham & Walsh Inc.; C. Lowell Helman, space media director, Earle Ludgin & Co.

AWARDS SHORTS

Don Weis received annual award of Screen Directors Guild of America for best direction of tv film during past year, given him for his direction of "The Lonely Wizard Steinmetz" program on CBS-TV's *Schlitz Playhouse* series. Award was presented at SDGA awards banquet, Feb. 8, at Los Angeles Biltmore Bowl.

Georg Olden, director of graphic arts, CBS-TV, presented gold medal Feb. 14 for outstanding achievement in television graphic arts by Art Directors Club, Philadelphia.

Arthur Hartwell Campbell, general manager of WNCT (TV) Greenville, N. C., saluted in "Tar Hill of the Week" column in *Raleigh News and Observer.*

Hollywood Foreign Press Assn. included four tv awards with 29 Golden Globe awards for motion pictures presented Feb. 26 at group's 15th annual awards dinner. **Mike Wallace** was honored as "best interviewer on tv" (*Mike Wallace Interviews,* ABC-TV); **Jack Benny** as "best comedian" (*Jack Benny Show,* CBS-TV); *Alfred Hitchcock Presents* (CBS-TV) as "best mystery program" and *Eddie Fisher Show* (NBC-TV) as "best musical show."

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

RECEIVER

- Input Impedance ..... 51 ohms
- I.F. Frequency ..... 21.4 MC
- I.F. Bandwidth ..... 300 KC
- Sensitivity at input term. as a voltmeter .1.0 uv
  Field Strength at 54 MC ..... 1.6 uv/m
  Field Strength at 240 MC ..... 6.5 uv/m
- Max. input using external pad supplied .10.0 V
  Field Strength at 54 MC ..... 16.0 V/M
  Field Strength at 240 MC ..... 65.0 V/M
- Output Indicator ..... Panel meter (approx. Logarithmic scale)
- Output: 1. To operate at 1.0 milliampere recorder. 2. Audio for headphones.

SIGNAL GENERATOR

- Output ..... 1.0 uv to 0.1 V
- Output Impedance ..... 51 ohms

POWER REQUIREMENTS

- 117 volt a-c, 50-400 cycle ..... 60 watts—or
- 6 volt, d-c ..... 8 amperes

NEMS-CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE, SILVER SPRING, MARYLAND

For further information write Dept. B-3

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

John Elliott Jr., vice president and account supervisor, and **Thomas C. Dillon,** vice president and resident manager, BBDO, L. A. office, have both been elected to board of directors. Mr. Elliott joined agency in 1945 and is supervisor on E. I. DuPont De Nemours & Co. and Thomas Nelson & Sons accounts. Mr. Dillon has been with agency since 1938.

Robert Cole, vice president of McCann Erickson since 1956, has been named manager of Cleveland office of agency.

Bernard Kahn, Ted Bates, N.Y., to Grey Adv., that city, as copy group head. **Jack Davis,** Transfilm, N.Y., to Grey as production supervisor.

Helen F. Schlichter, print media coordinator at Reach, McClinton & Co., Chicago, appointed media buyer.

George E. Humbert, Wm. Esty & Co., N.Y., to Compton Adv., that city, account executive.

Donald E. Heathcote transferred from Minneapolis to Chicago office of Campbell-Mithun Inc. and named account executive on Kroger Co. account for Columbus-Dayton (Ohio) divisions.

Lauren K. Hagaman, marketing planning manager, Curtis-Wright Corp., and former Foote, Cone & Belding account supervisor, to Burke Dowling Adams Inc., N.Y., as account executive.

Marilyn Jacobs, former merchandising editor of *Glamour* magazine, to Anderson-McConnell Adv. Agency, L.A., to work on Max Factor account in fields of fashion and merchandising.

◄ **James Cooper,** broadcast supervisor, Leo Burnett, Chicago, to Knox Reeves Adv., Minneapolis, radio-tv department to work on production of radio and tv commercials.

Harold R. Titman, formerly comptroller and assistant secretary of Kudner Adv., N.Y., to Fuller & Smith & Ross, Cleveland, as manager of administration.

Robert Matthes, formerly chief tv and radio writer, N. W. Ayer & Son, N.Y., to Cunningham & Walsh, S.F., as manager of radio-tv department.

Jack Black, sales manager, WTAR Norfolk, Va., to Atlantic National Adv. Agency, that city, as director of sales and service, effective March 31.

Joyce Turovlin, manager of research, MacFarland, Aveyard & Co., to John W. Shaw Adv., Chicago, as research director.

Roderick A. Mitchell, account executive at N. W. Ayer & Son, Chicago, appointed to public relations committee of American Cancer Society as tv division head for annual crusade.

NETWORKS

Raymond F. Eichmann, director of sales development, advertising and research for American Broadcasting Network since July 1957, has been appointed director of sales presentations and promotion for NBC-TV network sales.

Garry Moore will retire from *Garry Moore Show* (Mon.-Thurs., 10-10:30 a.m. and Fri. 10-11:30 a.m.) on May 23. Mr. Moore announced that program will continue through June 27 without him, at which time series will be terminated.

FILM

Alan G. Roberts, formerly assistant sales manager of United World Films, N.Y., to Interstate Television Corp., that city, as eastern sales manager.

Joe Cramer, producer of *Rome Eternal, Maurice Chevalier's Paris* and other programs filmed in Europe for NBC-TV, to Paramount-Sunset studios as production manager.

Herb Steinberg appointed to newly-created post of Paramount Pictures' studio advertising and publicity director. Mr. Steinberg moved to Hollywood from New York where he has been national exploitation manager for past three years. **Bob Goodfried,** assistant studio publicity manager, succeeds **Teet Carle** as studio publicity manager, Mr. Carle having joined Cecil B. DeMille in executive publicity post on "The Buccaneer."

Joe Morton, manager of midwest tv sales, Wilding Picture Productions, Chicago, promoted to administrative assistant-sales.

Julian Ludwig named to serve as west coast sales representative in Hollywood for Flamingo Telefilm Sales Inc., N.Y.

STATIONS

◄ **Richard M. Peters,** commercial manager, KCMC-TV Texarkana, Tex.-Ark., promoted to general manager. Mr. Peters joined station in April 1955 as merchandising and promotion manager.

Robert M. Benson, manager, WGHM Waterville, to WGUY Bangor, both Maine, as general manager and **James P. Hinchey,** manager of WARE Ware, Mass., to WGUY as sales manager. **Harry K. Huestis,** sales manager, WGHM, promoted to station manager; **Stanley S. Milton,** staff announcer WRUM Rumford, Me., to WGHM as assistant manager; **William Jackson,** staff announcer of WLBE Leesburg, Fla., to WGHM as announcer-engineer, and **Robert Ouellette,** WGHM announcer, promoted to program director. **Nicholas Bell,** manager of WGUY, to WARE in similar capacity. WRUM, WGHM and WGUY are all Lobster Network stations.

Walter M. Windsor, ► general manager of KCMC-TV Texarkana, Tex.-Ark., joins KNAC-TV Fort Smith, Ark., as vice president and general manager.

Ernest E. Crater, commercial manager, KKEY Vancouver, Wash., promoted to general manager. **Jack Luetjen,** manager, KRIV Camas, Wash., succeeds him.

Charles E. Fellers, formerly with WBT Charlotte, N. C., to KWKH Shreveport, La., as local sales manager. **Tom Saizan,** formerly editor and newscaster, WJBO Baton Rouge, La., to KWKH news bureau.

Joe Hill, program director, WDVH Gainesville, Fla., to WAZA Bainbridge, Ga., as station manager; **Ray Read,** announcer-salesman with WMTM Moultrie, Ga., joins WAZA as program director, and **John Dungan Jr.,** WDFS De Funiak Springs, Fla., named WAZA chief engineer. WAZA plans to go on air in March.

Ray Curry, general manager, WKTF Warrenton, Va., to WEER there as station manager.

◄ **Eugene R. Kirshenstein,** chief accountant of WRG-AM-TV Buffalo, N.Y., named business manager.

Donald E. Campbell, chief accountant, WROC-TV Rochester, N.Y., named business manager.

Don Webster, director, named production manager of KJEO (TV) Fresno, Calif., and **Jack Oakey,** promotion manager for KJEO, appointed account executive.

Jack Wartlieb promoted from assistant production manager to production manager at WBBM-TV Chicago.

William T. Dunn, formerly promotion assistant, WOW-TV Omaha, promoted to promotion manager of WOW. ►

BIG . . . in talent
in entertainment
in human impact

a sparkling half hour program

1958 TELEPARADE OF STARS

designed to help you help crippled children

during the

EASTER SEAL APPEAL

March 6 to April 6, 1958

LOOK AT THESE NAMES—The Andrews Sisters, Jack Benny, Edgar Bergen and Charlie McCarthy, Carmen Cavallaro, Rosemary Clooney, Joan Collins, Jerry Colonna, John Raitt, Jimmie Rodgers, Cesar Romero, Margaret Whiting, Paul Weston and his full orchestra and featuring Lassie and Mary Lynne Dunnuck, the 1958 National Easter Seal Child.

and here are other ways in which you can help

FOR TV . . .

Dramatic, heartwarming spots showing crippled children and work of Easter Seal societies . . . a message from Don Belding, national campaign chairman . . . Bing Crosby . . . Natalie Wood . . . 20 second cartoon . . . slides . . . posters, flip cards . . . ideas for a hundred local uses in a BIG TV kit.

FOR RADIO . . .

Quarter hour program starring Garry Moore, Julie Andrews, Pat Boone, Tony Bennett with Brenda Lee . . . deejay interviews with Jaye P. Morgan, Guy Lombardo and Jose Iturbi . . . five-minute musicals by Betty Johnson, by Lena Horne, by Tony Bennett . . . and many other top names.

Schedule Some of These Easter Seal Features Now!

ALL AVAILABLE FREE FOR LOCAL AND NETWORK USE

FOR LOCAL use contact your state or local Easter Seal Society NOW.

FOR NETWORK use write: The Easter Seal Society—11 S. La Salle St., Chicago 3, Illinois.

SPORTS' FEMME FATALE

Dr. Joyce Brothers, 28-year-old Brooklyn psychologist who made her mark as a sportswoman by becoming a boxing expert on CBS-TV's *$64,000 Question*, has been signed by CBS Radio. Her job: to join the play-by-play team covering the Carmen Basilio-Sugar Ray Robinson championship bout March 25 at 11 p.m., handling between-bout color commentary. Mrs. Brothers thus will become what CBS claims is the first "femme fatale sportscaster in the annals of radio pugilism."

Charles Stroud, formerly field merchandiser at WLW and WLWT (TV) Cincinnati, Ohio, and merchandising director in sales development and promotion at WLWA (TV) Atlanta, to WGN-AM-TV Chicago as sales promotion copywriter.

Ronnie (Laskey) Barth, sales traffic supervisor, WRCV-TV Philadelphia, named traffic director.

Charles F. Mallory, local sales manager, KAFY Bakersfield, Calif., takes on additional duties as sports director.

Bill Torbert, cameraman, KGNC-TV Amarillo, Tex., promoted to director, succeeding **Bob Vaughn,** veteran Marine officer who leaves to enter U. S. Army on special assignment.

REPRESENTATIVES

◄ **Louis J. F. Moore,** vice president and director of radio division, The Meeker Co., has announced his retirement, effective March 31. Mr. Moore has been with company since its founding in 1946 and earlier had been manager of Radio Advertising Co. and with Hearst newspapers and business magazines as promotion director.

Peter James Prince, White Linen & Towel Supply Co., Puerto Rico, to Donald Cooke Inc., N. Y., as account executive.

Harold A. MacFadden, formerly account executive with WPAT Paterson, N. J., to Simmons Assoc., N. Y., in similar capacity.

Donald Miller, 65, director of special presentations, CBS Radio Spot Sales' promotion department, died March 2 following heart attack. Mr. Miller joined CBS Radio in 1942 as salesman and CBS Radio Spot Sales in 1952 as account executive. He was appointed director of special presentations in 1955.

MANUFACTURING

S. D. Heller, formerly manager, range operations, RCA missile test project, Camden, N. J., to newly-created post of vice president, ballistic missile early warning system. **K. M. McLaren,** formerly manager, range engineering, to vice president, missile test project, succeeding Mr. Heller.

PROFESSIONAL SERVICES

Fanshawe Lindsley has resigned as president of Closedcircuit Telecasting System Inc., N. Y., and will announce his future plans shortly.

Merle Armitage, California industrialist, joins Walter E. Kline & Assoc., public relations firm, L. A., as executive vice president and chairman of management committee.

Herman Edel, formerly with Flax Adv. and Sterling Television Inc., both New York, appointed to newly-created post of account supervisor for Music Makers Inc., producer of radio and tv film commercials and industrial films.

Fletcher V. Booraem, with Communications Counselors Inc. since last year, has been appointed director of CCI's Boston office.

Bob Snyder named promotion and program manager of WTRY Troy, N.Y. **Samuel L. Barstein** to WTRY and WAVZ New Haven, Conn., as production manager.

J. Nelson Benton, news manager, WBTV (TV) Charlotte, N.C., promoted to news manager of radio and tv.

Robert Leterle, assistant chief engineer, KHOL-TV Kearney, Neb., promoted to chief engineer.

Vic Hirsh, assistant director, WTOP-TV Washington, appointed program director. **Stuart Cameron,** floor director, succeeds him.

Marian E. Knight, continuity director, WSAI Cincinnati, Ohio, promoted to promotion and publicity director.

PROGRAM SERVICES

Charles O. (Buck) Stapleton, western promotion representative, Capitol Records Distributing Corp., named assistant producer in artist and repertoire department. **Julius C. Varady,** assistant to international department director, Capitol Records Inc., N. Y., and **Roland Fribourghouse,** supervisor, royalty and license section, CRI Hollywood, named managers of New York and Hollywood offices, respectively. **Walter E. Kiernan,** office manager, Angel Records, N. Y., to CRI in similar capacity.

Charles E. Butterfield, 65, first Associated Press editor of radio (and later tv), died March 3 in Lakeland, Fla. He was assigned in 1927 as AP Newsfeatures' radio editor and wrote column on radio and tv for 27 years. (He retired in 1954).

EDUCATION

Richard M. Pack, vice president in charge of programming, Westinghouse Broadcasting Co.; **Yasha Frank,** writer-stager of NBC-TV's recent *Pinocchio* presentation; **Herbert G. (Jock) Fearnhead,** vice president and general manager, WINS New York; **Robert Davis,** president of Robert Davis Productions Inc., N.Y., and **Martin Weldon,** radio writer-producer and news reporter, named to board of advisors for radio and tv programming and production, New York Institute of Technology.

TRADE ASSNS.

Robert M. Purcell, president-general manager, KFWB Los Angeles, elected board member, Southern California Broadcasters Assn.

Mercer Francisco, Francisco Films, Chicago, elected president of American Assn. of Film Producers (Chicago branch). **James A. Kellock,** Wilding Picture Productions, elected vice president.

Harold J. Graham, assistant secretary of Hartford Accident and Indemnity Corp., and **Harold Schroeter,** director of advertising, National Biscuit Co., N. Y., appointed to board of directors of Advertising Research Foundation. Mr. Schroeter and Mr. Graham are advertiser representatives.

GOVERNMENT

Sherman R. Hill, chief project attorney in Federal Trade Commission bureau of investigation, has been appointed bureau director, succeeding **Harry A. Babcock** who was named executive director of commission. Mr. Hill joined FTC in its Chicago office in 1930.

INTERNATIONAL

D. E. Longmore elected president of McKim Adv. Ltd., Toronto; **H. R. McDougal,** chairman, executive committee and treasurer; **H. D. Roach,** executive vice president, Toronto; **C. D. Dennis Jr.,** executive vice president of Montreal office, and **W. L. Charland,** vice president and secretary.

C. B. Mannix to sales promotion manager of CFAC Calgary, Alta.

Gerry Wiggins, radio-tv production department of Leo Burnett Co. of Canada, Toronto, to production manager of CJON St. John's, Nfld.

C. Mornington Brant, controller of radio regulations in Dept. of Transport, Ottawa, Ont., has been appointed to newly created post of chief of technical coordination in telecommunications branch of department. **W. A. Caton,** chief of inspections and examinations, succeeds Mr. Brant as controller of radio regulations.

Pete Gomery, news director of CKWS Kingston, Ont., named news director of CKGB Timmins, Ont.

Mark Starr to announcing staff of CHEX Peterborough, Ont.

Cliff Tomlinson has joined announcing staff of CKWS-TV Kingston, Ont.

Station Authorizations, Applications

As Compiled by BROADCASTING

February 27 through March 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Logan, Utah—Cache Valley Bcstg. Co.—Granted vhf ch. 12 (204-210 mc); ERP 2.95 kw vis., 1.48 kw aur.; ant. height above average terrain -760 ft., above ground 250 ft. Estimated construction cost $49,600, first year operating cost $30-40,000, revenue $30-50,000. P. O. address 1393 N. Main St., Logan. Studio-trans. location 1393 N. Main St. Geographic coordinates 41° 45′ 0″ N. Lat., 111° 50′ 03″ W. Long. Trans.-ant. Philco. Consulting engineer Clayton & Evans, Salt Lake City. Principals include **Herschel Bullen** (pres.-41.6%), Logan real estate broker, and **Reed Bullen** (sec.-treas.-31.5%), gen. mgr., **KVNU Logan.** Applicant is licensee of KVNU. Announced Feb. 27.

APPLICATIONS

Huntsville, Ala.—Rocket City Tv Inc., uhf ch. 31 (572-578 mc); ERP 9.08 kw vis., 4.54 kw aur.; ant. height above average terrain 982 ft., above ground 119 ft. Estimated construction cost $59,700 first year operating cost $140,000, revenue $150,000. P. O. address 1500 Glenwood Dr., Huntsville. Studio and Trans. location Monte Sano Blvd. and Sunset Ave., Huntsville. Geographic coordinates 34° 44′ 16″ N. Lat., 86° 32′ 2″ W. Long. Trans. GE, ant. GE. Legal counsel James Cleary, 610-614 Terry-Hutchens Bldg., Huntsville. Consulting engineer Raymond Watson, Charlotte St., Anniston, Ala. Owners are **John S. Gregory Jr.** and **James R. Cleary** (24% each), **Wharton K. Burgreen** and **Robert M. Darby** (21.6%) and others. Mr. Gregory is in insurance. Mr. Cleary is attorney. Mr. Burgreen is restauranteur. Mr. Darby is in real estate and insurance. Announced Mar. 3.

Sacramento, Calif.—Capitol Tv Co., uhf ch. 40 (626-632 mc); ERP 20.7 kw vis., 12.3 kw aur.; ant. height above average terrain 175.4 ft., above ground 200 ft. Estimated construction cost $26,333, first year operating cost $43,200, revenue $64,000. P. O. address Box 608, West Sacramento, Calif. Studio and trans. location 3400 Capitol Ave., West Sacramento. Geographic coordinates 38° 34′ 47″ N. Lat., 121° 33′ 47″ W. Long. Trans. RCA, ant. RCA. Consulting engineer Harry Bartolomei, 6023 Ocala St., Hayward, Calif. Owners are **Melvyn Lucas** (30%), **Clarence Holien, Henry Deane** and **Frederick Hughson** (each 20%) and **Harry Bartolomei** (10%). Mr. Lucas is auto salesman and part-time employe of **Jack L. Stoll & Assoc.,** station broker. Messrs. Holien, Deane and Hughson are in auto sales. Mr. Bartolomei is chief engineer and operation director, **KLAS-TV Las Vegas.** Announced Mar. 5.

Portland, Ore.—Fisher Bcstg. Co., vhf ch. 2 (54-60 mc); ERP 100 kw vis., 60.3 kw aur.; ant. height above average terrain 1075 ft., above ground 268.5 ft. Estimated construction cost $1,044,539, first year operating cost $1,143,889, revenue $1,497,755. P. O. address 902 Public Service Bldg., Portland. Studio location to be determined. Trans location 14 miles NE of Portland on Livingston Mt. Geographic coordinates 45° 40′ 32″ N. Lat., 122° 22′ 42″ W. Long. Trans. RCA, ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Perpetual Bldg., Washington. Consulting engineer A. D. Ring & Assoc., Penn. Bldg., Wash. Owners are **Fisher's Blend Station,** a **Washington** corporation, (80%) and others. Fisher's is also licensee of **KOMO** and ⅖ stockholder of **KOMO-TV,** both **Seattle.** Announced Feb. 27.

Allocations

TV CHANNEL CHANGE

By report and order, Commission finalized rule making in Docket 11251 and assigned ch. 13 to **Panama City, Fla.,** as "drop in", effective April 7. Announced Feb. 27.

PROPOSED TV CHANNEL CHANGES

By notice of proposed rule making, Commission invites comments by April 7 to proposal by **Central Minnesota Television Co.** (permittee of new station on ch. 7 in **Alexandria, Minn.**) to shift ch. 12 from **Brainerd** to **Walker, Minn.** Announced Feb. 27.

By notice of proposed rule making, Commission invites comments by April 7 to proposal by **Central South Sales Co. (KATV, Channel 7, Pine Bluff, Ark.)** to shift channel from **Pine Bluff** to **Little Rock, Ark.** Announced Feb. 27.

New Am Stations

APPLICATIONS

Los Banos, Calif.—Los Banos Bcstg. Co., 1330 kc, 500 w D. P. O. address 10814 Encino Ave., Granada Hills, Calif. Estimated construction cost $12,152, first year operating cost $20,742, revenue $33,000. **Lt. Col. James H. Rose,** sole owner, is in charge of **Armed Forces Radio & Tv Service.** Announced Feb. 27.

Haines City, Fla.—Frank A. Taylor, 1400 kc, 100 w U. P. O. address Box 768, Kissimee, Fla. Estimated construction cost $8,220, first year operating cost $7,200, revenue $12,000. Sole owner **Taylor** is licensee and manager, **WRWB Kissimmee, Fla.** Announced March 5.

Granite City, Ill.—Tri-Cities Bcstg. Co., 920 kc, 500 w D. P. O. address George Moran, 1930 State St., Granite City. Estimated construction cost

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$51,044, first year operating cost $85,000, revenue $100,000. Owners are **Charles H. Norman** (60%) and others. Mr. Norman is announcer-salesman with **KSTL St. Louis.** Announced Feb. 27.

Potomac, Md.—Seven Locks Bcstg. Co., 950 kc, 1 kw D. P. O. address 1111 E st., N. W., Washington. Estimated construction cost $31,440, first year operating cost $47,000, revenue $73,000. Owners are **Herman Norman** (65%) and others. Mr. Norman is pharmacy owner, realtor, etc. Announced March 3.

Poplar Bluff, Mo.—Cecil W. and **Jane A. Roberts,** 1340 kc, 250 w U. P. O. address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $12,600, first year operating cost $36,400, revenue $40,000. **Mr. and Mrs. Roberts** also own **KREI Farmington, KCRI Chillicothe** and **KRIA Columbia,** all **Missouri,** and **KCRB Chanute, Kan.** Announced March 4.

St. Helena, Ore.—L. Berenice Brownkow, 1600 kc, 1 kw D. P. O. address Box 457, St. Helena. Estimated construction cost $14,300, first year operating cost $25,000, revenue $32,000. Sole owner **Brownkow** also has interest in **KPUG Bellingham** (25%) and **KSEM Moses Lake** (19%), both **Washington,** and **KBAR Burley, Idaho** (10%). Announced March 4.

Portage, Pa.—Mainline Bcstg. Co., 1470 kc, 500 w D. P. O. address Ferdinand F. Bionaz, 605 Pearce Bldg., Portage. Estimated construction cost $15,909, first year operating cost $43,600, revenue $52,000. Ownership is equally divided among 11 local businessmen. Announced March 5.

Gate City, Va.—Gate City Bcstg. Co., 1050 kc, 250 w D. P. O. address Box 277, Mountain City, Tenn. Estimated construction cost $16,022, first year operating cost $42,000, revenue $50,000. **W. V. Ramsey,** sole owner, owns chain of variety stores and is bank director. Announced March 5.

Existing Am Stations

ACTIONS BY FCC

WEBY Milton, Fla.—Granted increase in power on 1330 kc, D, from 1 kw to 5 kw. Announced March 5.

KIFI Idaho Falls, Idaho—Granted change of facilities from 1400 kc, 250 w, U, to 1260 kc, 5 kw, D; engineering condition. Announced Feb. 27.

APPLICATIONS

WTYT Titusville, Fla.—Mod. of cp to change ant.-trans., studio and station location to **Cocoa Beach, Fla.,** delete request for remote control operation of trans.; make changes in ground system; change type trans. Announced Feb. 28.

WDOT Burlington, Vt.—Cp to change frequency from 1400 kc to 920 kc; increase power from 250 w to 1 kw; change hours of operation from unlimited to daytime; make changes in ant. (increase height) and install new trans. Announced March 3.

CALL LETTERS ASSIGNED

WGOK Mobile, Ala.—OK Bcstg. Co., 900 kc.

KNEZ Lompoc, Calif.—Elson Electronics Co., 960 kc

WRIP Rossville, Ga.—Jay Sadow, 980 kc.

WKKS Vanceburg, Ky.—Karl Kegley, 1570 kc.

WAAN Marlborough, Mass.—Clernew Bcstg. Corp., 1470 kc.

WKCB Berlin, N. H.—McKee Bcstg. Co. Inc., 1230 kc. Changed from WMOU.

WBNC Conway, N. H.—McKee Bcstg. Co. Inc., 1050 kc. Changed from WJWG.

WGGO Salamanca, N. Y.—Alfred B. Smith, 1590 kc. Changed from WNYS.

WADA Shelby, N. C.—Cleveland County Bcstg. Co., 1590 kc.

KURY Brookings, Ore.—Joseph F. Sheridan, 690 kc.

WGUS North Augusta, S. C.—Dixie Bcstg. System, 1600 kc.

WMCP Columbia, Tenn.—Columbia-Mt. Pleasant & Spring Hill Radio Corp., 1280 kc. Changed from WJGD.

WKVT Brattleboro, Vt.—WKNE Corp., 1490 kc.

WSWV Pennington Gap, Va.—Lee County Bcstg. Co., 1570 kc.

New Fm Stations

ACTIONS BY FCC

La Habra, Calif.—William E. Clark—Granted 95.9 mc, 480 w unl. P. O. address 7973 DePalma Ave., Downey, Calif. Estimated construction cost $7,500, first year operating cost $7,000, revenue $7,000. **Mr. Clark,** sole owner, is in radio-tv sales and service. Announced Feb. 27.

Santa Maria, Calif.—Santa Maria Bcstg. Co.—Granted 99.1 mc, 3.226 kw unl. P. O. address Box 951, Santa Maria, Calif. Estimated construction cost $16,725, first year operating cost $10,000, revenue $5,000. Owners are **Frank J. Nesmith, Walter W. Smith** and **Marion A. Smith** (each one-third). Mr. Nesmith is in music business. Walter Smith is engineering employe of manufacturing firm. Marion Smith is attorney and in music and trailer resort businesses. Announced Mar. 5.

Chicago, Ill.—Lester Vihon—Granted 107.5 mc, 16.5 kw unl. P. O. address 161 E. Erie St., Chicago, Ill. Estimated construction cost $13,575, first year operating cost $24,900, revenue $15,000. **Mr. Vihon,** sole owner, is publisher's consultant and in advertising. Announced Feb. 27.

Newton, Kan.—George Basil Anderson—Granted 96.7 mc, 250 w U. P. O. address 6535 West Jewell Ave., Denver, Colo. Estimated construction cost $2,550, first year operating cost to be carried by am station, revenue $2,000. **Mr. Anderson,** sole owner, is 50% partner in **KCLO Leavenworth** and owner of **KJRG Newton,** both **Kansas;** owner of **KJSK Columbus, Neb.,** and owner of **KLIR-AM-FM Denver, Colo.** Announced Feb. 27.

Springfield, Mass.—The Pres. and Trustees of Springfield College*—Granted 88.9 mc, .010 kw unl. P. O. address 263 Alden St., Springfield, Mass. Estimated construction cost $3,385, first year operating cost $500. Announced Feb. 27.

Jackson, Mich.—Booth Bcstg. Co.—Granted 94.1 mc, 5.4 kw unl. P. O. address 700 Buhl Building, Detroit, Mich. Estimated construction cost $7,200, first year operating cost $5,000 in addition to am. **Booth Bcstg.,** owned by the **John L. Booth** family, also owns **WJLB-AM-FM Detroit, WIBM Jackson, WSGW Saginaw** and **WBBC Flint,** all **Mich.; WJVA South Bend** and **WIOU Kokomo,** both **Ind.,** and **WTOD-AM-FM Toledo, Ohio.** Announced March 5.

Youngstown, Ohio—Myron Jones—Granted 101.1 mc, 24.5 kw unl. P. O. address WHOT, 401 N. Blaine Ave., Youngstown, Ohio. Estimated construction cost $19,500, first year operating cost $30,000, revenue $30,000. **Mr. Jones,** sole owner, owns **WHOT Campbell, Ohio,** 32% of **WTIV Titusville** and 62½% of **WJET Erie,** both **Pennsylvania.** Announced Mar. 5.

Portland, Oreg.—Reed Institute*—Granted cp for new noncommercial educational fm station to operate on 89.3 mc with low power (10 w); engineering conditions; trans. to be operated by remote control. Announced Mar. 5.

Oil City, Pa.—WKRZ Inc.—Granted 98.5 mc, 2.75 kw. P. O. address 513-515 Berger Building, Pittsburgh, Pa. Estimated construction cost $3,000, first year operating cost $6,000, revenue $6,000. Owners are **Kenneth E. Rennekamp** (50.4%) and **Oliva T. Rennekamp** (49.6%). Mr. Rennekamp also has interest in **WKRZ Oil City** (50.4%), **WKBI St. Marys** (50%) and **WTRA Latrobe** (20%), all **Pa.** Mrs. Rennekamp owns 49.6% of WKRZ and is licensee and general manager of **WOTR Corry, Pa.** Announced Mar. 5.

El Paso, Tex.—H-M Service Co.—Granted 94.7 mc, 2.55 kw unl. P. O. address 1820 Montana #23, El Paso, Tex. Estimated construction cost $870, first year operating cost $2,100, revenue $7,300. Owners are **Logan Douglas Matthews** and **Albert Charles Hynes** (50% each). Mr. Matthews is announcer with **KTSM-AM-TV El Paso.** Mr. Hynes is with **Motorola** in communications development. Announced Mar. 5.

APPLICATIONS

Vernon, Calif.—Falcon Bcstg. Co., 107.1 mc, 1 kw unl. P. O. address 864 Bieveneda St., Pacific Palasades, Calif. Estimated construction cost $18,605, first year operating cost $33,000, revenue $35,000. Owners are **George Baron** and **George K. Otis,** each 50%. Mr. Baron was general manager, **KOWL Santa Monica, Calif.** Mr. Otis is in manufacture of electronic equipment. Announced Mar. 4.

Baltimore, Md.—Baltimore Bcstg. Corp., 93.1 mc, 2.58 kw unl. P. O. address North & Harford Aves., Baltimore. Estimated construction cost $2,350, first year operating cost and revenue to be included with am station. Applicant is also licensee of **WCBM Baltimore.** Announced Mar. 4.

Lawrence, Mass.—Lawrence Bcstg. Co., 93.7 mc, 17.5 kw unl. P. O. address 9 Valley St., Lawrence. Estimated construction cost $10,000, first year operating cost $2,000, revenue included with am station. Owners are **George H.** and **Eileen M. Jaspert,** 80% and 20% respectively. They also own **WCCM Lawrence.** Announced Feb. 27.

Roxboro, N. C.—Roxboro Bcstg. Co., 96.7 mc, .573 kw unl. P. O. address Box 130, Roxboro. Estimated construction cost $6,839, first year operating cost $3,600, revenue $3,600. Applicant also owns **WRXO Roxboro.** Announced Mar. 5.

Medford, Ore.—Clarence E. Wilson, 95.3 mc, .648 kw unl. P. O. address Box 1109, Medford, Ore. Estimated construction cost $11,441, first year operating cost additional $6,000, revenue additional $7,000. Sole owner Wilson also owns **KBOY Medford, Ore.,** and 50% of **KPAP Redding, Calif.** Announced Mar. 4.

Existing Fm Stations

ACTIONS BY FCC

KJML (FM) Sacramento, Calif.—Granted application to change from Class A to Class B; change frequency from 95.3 mc to 106.5 mc; ERP from 1 kw to 2.7 kw, and change trans. site and ant. system. Announced Mar. 5.

WOMC (FM) Royal Oak, Mich.—Granted application to increase ERP from 18 kw to 62 kw and change station location to **Detroit, Mich.**

CALL LETTERS ASSIGNED

KCBQ-FM San Diego, Calif.—KCBQ Inc., 107.9 mc.

KRAK-FM Stockton, Calif.—Golden Valley Bcstg. Co., 92.9 mc.

WKCQ Berlin, N. H.—McKee Bcstg. Co., 103.7 mc. Changed from **WMOU-FM.**

WFMU East Orange, N. J.*—Upsala College, 91.1 mc.

WLOA-FM Braddock, Pa.—Matta Bcstg. Co., 96.9 mc.

KPOS Seattle, Wash.—FM Bcstrs. Inc., 98.9 mc.

Ownership Changes

ACTIONS BY FCC

KNAC-TV (ch. 5) **Fort Smith, Ark.**—Granted acquisition of positive control by **Harry Pollock** (present 16.6% owner) by purchase of additional 50% interest from **George T. Hernreich** for $175,000. Announced Mar. 5.

KBUC Corona, Calif.—Granted transfer of control from **Henry Fritzen** to **Radio KBUC Inc. (James F. Hadlock,** president; interest in **KDOT Reno, Nev.);** consideration $175,000. Announced Mar. 5.

KDON Salinas, Calif.—Granted transfer of control from **Clark E.** and **Irene H. Fee, Glen M.** and **Helene N. Stadler** to **Richard P.** and **Sherley E. Bott** (latter has interest in **KSAN San Francisco);** consideration $5,000. Announced Feb. 27.

KYA-AM-FM San Francisco, Calif.—Granted assignment of am license and fm cp to **Golden State Bcstrs. Inc. (Bartell Bcstrs. Inc.,** stockholder, has interest in **WOKY Milwaukee, Wis.; KRUX Glendale, Ariz.; WYDE Birmingham, Ala.; WILD Boston, Mass.; KCBQ San Diego, Calif.,** and **WAKE Atlanta, Ga.);** consideration $1,000,000. Announced Mar. 5.

WCNU Crestview, Fla.—Granted assignment of license from estate of **D. Grady O'Neal** to **Virginia** and **Charles C. O'Neal** and **Louise M. Kremer,** d/b under same name; no consideration. Announced Mar. 5.

WHIE Griffin, Ga.—Granted transfer of negative control from **W. C. Courson** to **John T. Williams;** consideration $5,250 for 50% interest. Announced Mar. 5.

KRIB Mason City, Iowa—Granted assignment of license to **William F. Johns Jr.** (interest in **KIHO Sioux Falls, S. D., WMIN St. Paul, Minn., WOSH Oshkosh, Wis.,** and **KMNS Sioux City, Iowa);** consideration $75,000. Announced Feb. 27.

KANS Wichita, Kan.—Granted assignment of license from **State Bcstg. Co.** to **Radio Active Inc.** for $200,000. New owners are **Jerome W. O'Con-**

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Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	FInancial 6-6460

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Jan. 31

	AM	FM	TV
LICENSED (all on air)	3,153	520	399[1]
CPs ON AIR (new stations)	57	16	103[2]
CPs NOT ON AIR (new stations)	94	62	107
TOTAL AUTHORIZED STATIONS	3,304	598	655
APPLICATIONS FOR NEW STATIONS (not in hearing)	397	39	78
APPLICATIONS FOR NEW STATIONS (in hearing)	111	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	508	48	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	233	20	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	34	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	267	20	54
LICENSES DELETED	0	6	0
CPs DELETED	1	0	3

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Mar. 5

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	65	90	530
FM	520	19	73	51
TV (Commercial)	401[1]	106[2]	108	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Mar. 5

	VHF	UHF	TOTAL
COMMERCIAL	422	85	507[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

nor, Thomas L. Davis and **Harry H. Patterson**, each one-third. Mr. O'Connor is sole owner of **WPFA Pensacola, Fla.**, 50% owner of **KLEE Ottumwa, Iowa**, and 70% owner of **WBOW Terre Haute, Ind.** Mr. Davis manages **WAAF Chicago.** Mr. Patterson is building contractor. Announced Feb. 27.

WZIP Covington, Ky.—Granted assignment of license to **WZIP Bcstg. Inc. (Leonard Goorian**, president); consideration $150,000. Announced Mar. 5.

WFDS-FM Baltimore, Md.—Granted assignment of cp to **Audiophonic Corp. (Cook**, president and **Milton Schwaber** and **Howard A. Wagonheim**); consideration $15,000 for 50% interest. Announced Mar. 5.

WGCM Gulfport, Miss.—Granted assignment from **WGCM Bcstg. Co.** to **E. O. Roden** (40%), **W. I. Dove** (23%), and others, d/b as **E. O. Roden Assoc.** for $150,000. Mr. Roden owns **WBIP Boonville, Miss.**, 30% of **WTUP Tupelo, Miss.**, 50% of **WAZF Yazoo City, Miss.**, 40% of **WEGA Newton, Miss.**, 40% of **KREL Baytown, Tex.**; Mr. Dove owns 40% of WTUP, 17% of WAZE, 20% of WEGA and 23% of KREL. Announced Mar. 5.

WNLA Indianola, Miss.—Granted transfer of control from **W. L. Kent** and **John M. McLendon** to **Ira T. Crosby**; consideration $50,000. Announced Feb. 27.

WEGA Newton, Miss.—Granted assignment of license from **E. O. Roden**, et al., to **East Central Bcstg. Co. (F. M. Smith** and **B. L. Blackledge**, who hold 76% interest, own **WBKH Hattiesburg**); consideration $12,500 cash or $15,500 terms. Announced Mar. 5.

KXLW Clayton, Mo.—Granted transfer of control from **John W. Kluge** and **Marcus J. Austad (Mark Evans)** to **Big Signal Radio Bcstg. Co. Inc. (R. J. Miller**, president); consideration $285,199 for 71.31%, subject to certain adjustments. Announced Feb. 27.

KXLK Great Falls, Mont.—Granted transfer of control from **Z Net** to **Pat M. Goodover**; consideration $60,000. Announced Mar. 5.

KBO Las Vegas, Nev.—Granted transfer of control from **Harry Brier, David Cohen** and **Shurley Hirshberg** to **Joseph Marandola**; latter to purchase remaining 80% interest for $30,000. Announced Mar. 5.

KZUM Farmington, N. M.—Granted assignment of cp from **Bill D. Barbour** and **W. M. Watson** to **Barbour, John Burroughs** and **Leola Randolph**, d/b as **KZUM Radio**; consideration $2,500. Announced Feb. 27.

KGEO-TV (ch. 5) **Enid, Okla.**—Granted transfer of control from **Louis E. Caster** and **Ashley L. Robison** to **Caster-Robison Telc. Corp.**; stock transaction. Announced Mar. 5.

KJIM Fort Worth, Tex.—Granted transfer of control to **Trinity Bcstg. Co.** (equally owned by **Wm. D. Schueler (KBRZ Freeport), Paul E. Taft** (interest in **KGUL-TV Galveston**), **F. Kirk Johnson, James M. Stewart** (movie actor), and **Houston Bcstg. Corp. (KXYZ Houston)**; consideration $139,000. Announced Feb. 27.

APPLICATIONS

KOWL Bijou, Calif.—Seeks assignment of license from **Robert Burdett to Tahoe Bcstrs. Inc.** for $41,453. New Owners are **Ed J. Frech** (40%), **Keith L. Mealey** (40%) and **Harry H. Burum** (20%). Messrs. Frech and Mealey each own 2.38% of **KFRE-AM-FM-TV Fresno, Calif.** Mr. Burum is in advertising. Announced Feb. 27.

KPAX (FM) San Bernardino, Calif.—Seeks assignment of cp from **Imperial Bcstg. System Inc.** to **Sherrill C. Corwin for** $1,730, actual expenses in obtaining cp. Mr. Corwin's broadcast interests: 10-15/16% of **KPRO Riverside, KROP Blythe, KYOR Brawley** and **KREO Indio**, all **California**; 15% of **KAKE-AM-TV Wichita**; cps for **KBAY-TV** and fm ch. 283, both **San Francisco**, and fm ch. 243 **San Diego.** Announced Mar. 3.

WDBQ-AM-FM Dubuque, Iowa—Seeks assignment of license from **Dubuque Bcstg. Co.** to **WDBQ Bcstg. Co.** for $135,000. New Owners are **Oswald A. Friend Jr.** (57%) and others. Mr. Friend owns 15% of **KOWB Laramie, Wyo.** Announced Feb. 27.

WBKH Hattiesburg, Miss.—Seeks relinquishment of negative control of licensee corporation **(Deep South Radio Inc.)** by **F. M. Smith** through sale of stock (12% apiece) to **G. C. Newcomb** and **James Reeves** for $8,750. Messrs. Newcomb and Reeves are included in application for ownership of **WEGA Newton, Miss.** (each 12%). Announced Mar. 5.

KFBB-AM-TV Great Falls, Mont.—Seeks transfer of control of licensee corporation **(Wilkins Bcstg. Inc.)** from **J. P. Wilkins** et al to **Cascade Service Inc.** for $600,000. New owners are **Z Net** and **Idaho Radio Corp.** (each 49.98%) and others. **Z Net** is composed of **KXLF Butte, KXLJ-AM-TV Helena, KXLQ Boseman, KXLK Great Falls,** and **KXLL Missoula,** all **Montana. Idaho Radio** is licensee of **KID-AM-TV Idaho Falls.** Announced Mar. 5.

KLIN Lincoln, Neb.—Seeks relinquishment of positive control of licensee corporation **(Fletcher-Michell Corp.)** by **Jonathan M. Fletcher** through sale of stock (25%) to **James I. Mitchell** for approximately $11,200. Each now owns 50%. Announced Mar. 3.

WHK-AM-FM-TV Cleveland, Ohio—Seeks assignment of license from **Forest City Publishing Co.** to **DuMont Bcstg. Corp.** for $700,000. **DuMont** owns and operates **WNEW** and **WABD (TV)**,

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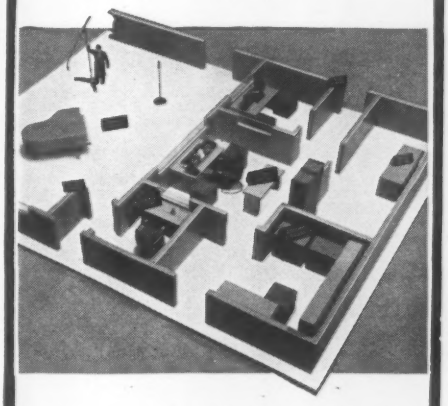

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both **New York City**, and **WTTG (TV) Washington. WNEW-FM** is in construction. Announced Mar. 5.

KLPR Oklahoma City. Okla.—Seeks assignment of license from **Byrne Ross tr/as Okla. City Bcstg. Co.** to **Big Chief Bcstg. Co. Inc.** for $150,000. New owners are **Lovelle Morris (Jack) Beasley** (50%), **B. M. (Monty) Wells** (40%) and **Leon C. Nance** (10%). Mr. Beasley is former sales manager, **KVOW Cheyenne, Wyo.** Mr. Wells is KLPR salesmanager. Mr. Nance is school principal. Announced Mar. 5.

KUBE Pendleton, Ore.—Seeks assignment of license from **John M. Carroll tr/as Umatilla Bcstg. Enterprises** to **Umatilla Bcstg. Enterprises Inc.** for $5,000. New ownership: **Mr. Carroll** and **Robert E. Thomlinson**—49½% each. Mr. Carroll is in farm implements and farming. Mr. Thomlinson is KUBE manager. Announced Mar. 5.

WESC-AM-FM Greenville, S. C.—Seeks transfer of control of licensee corporation (**Greenville Bcstg. Co. Inc.**) from **Mrs. Christie K. Mitchell** to **Bcstg. Co. of the Carolinas** for $267,000. New owners are **Robert A. Schmid** (98%) and others. Mr. Schmid, formerly vice president, **RKO Teleradio Pictures Inc.**, is now **NTA** vice president. Announced Mar. 4.

KIRT Mission, Tex.—Seeks assignment of license from **Robert F. Pool** and **R. F. Pool Jr., d/b as Pool Bcstg. Co.** to **KIRT Inc.** New licensee is to purchase 51% for $18,000. After transaction, **Ray V. Jensen** and **L. O. Austin** will each own 25½%. Mr. Jensen is manager, **KSAL Salina, Kan.** Mr. Austin is in retail food. Announced Mar. 4.

KWIC Salt Lake City, Utah—Seeks assignment of license from **Dale R Curtis** to **Dale R., Muriel, Marvin R.** and **Carroll R. Curtis d/b as Sugarhouse Bcstg. Co.** for $9,662 plus. After transaction Curtis brothers, with their wives, will each own 50%. Announced March 5.

KMEL Wenatchee, Wash.—Seeks assignment of license from **Mark A. Sorley, Stuart S. Maus** and **E. M. Stires, d/b as Wenatchee Bcstrs.** to **Frontier Bcstg. Co.** $70,000. New owners are **John E. Goslin** and **Craig R. Lawrence Jr.**, each 50%. Mr. Goslin is with **KCBC**, Mr. Lawrence, **KRND**, both **Des Moines**. Announced Mar. 4.

Hearing Cases

FINAL DECISIONS

By order of March 5, Commission adopted Dec. 19, 1957 initial decision, as amended by Commission, and granted application of **Radio Hawaii Inc.**, to change frequency of **KPOA Honolulu, Hawaii**, from 630 kc to 650 kc and increase power from 5 kw to 10 kw, U.

By order of Mar. 5, Commission granted joint petition by **West Shore Bcstg. Co., Beacon, N. Y.**, and **Westport Bcstg. Co., Westport, Conn.**, and amended issues in proceeding on their applications for new am stations to operate on 1260 kc.

By order of Feb. 26, Commission made effective immediately Jan. 28 initial decision and granted applications of **Radio Voice of N. H. Inc.**, for renewal of license and for license to cover present operation of station **WMUR-TV (ch. 9) Manchester, N. H.**

Commission on Feb. 26 gave notice that Jan. 10 initial decision which looked toward grant of application of **Geoffrey A. Lapping** for new am station to operate on 1480 kc, 500 w, D, in **Phoenix, Ariz.**, became effective Feb. 19 pursuant to Sect. 1.853 of rules.

By memorandum opinion and order of Feb. 26, Commission denied petitions by **Interstate Bcstg. Co., Inc. (WQXR) New York, N. Y.**, for rehearing and stay of Feb. 13, 1957 decision which granted application of **E. Weeks McKinney-Smith** for new am station **(WDXR)** to operate on 1560 kc, 1 kw, U, employing three-element DA, in **Paducah, Ky.**

By order of Feb. 26, Commission denied petition by **Western Tv Co.** for review and reversal of ruling by Chief Hearing Examiner denying **Western** intervention in proceeding on application of **Tex. Technological College** for new tv station to operate on ch. 5 in Lubbock, Texas; also denied Western request for oral argument.

By order of Feb. 26, Commission (1) denied Oct. 17, 1956 petition by **American Bcstg. Co.** (now **American Bcstg.-Paramount Theatres Inc., WABC), New York City**, for review of examiner ruling receiving in evidence exhibits submitted by **Albuquerque Bcstg. Co.** prepared under Sect. 3.185(j) of rules in connection with proceeding on latter's applications for mod. of cp, etc., of station **KOB Albuquerque, N. Mex.**; and (2) dismissed as moot motions by Broadcast Bureau and Westinghouse Bcstg. Co. **(WBZ) Boston, Mass.**, to dismiss American petition.

OTHER ACTIONS

By letter, on request by **220 Television Inc.**, and **Columbia Bcstg. System Inc.**, Commission modified condition attached to Oct. 23, 1957 grant of application to assign license of **KWK-TV** (ch. 4) **St. Louis, Mo.**, from **KWK Inc**, to **CBS**, to read: "Disposition by CBS of authorization to construct television station on ch. 11, St. Louis, will be deferred to date within 30 days following any action by U. S. Court of Appeals for District of Columbia Circuit either setting aside stay entered by it on December 31, 1957, in Case No. 12,245 **(St. Louis Amusement Company v. FCC)**, or affirming action of Commission appealed from in that case, whichever action shall be earlier. If stay is not set aside and action of Commission dismissing protest of St. Louis Amusement Company is reversed by Court and proceedings remanded to Commission, within 60 days following issuance of final and unappealable order by Commission terminating proceeding CBS shall take such action with respect to ch. 11 permit as Commission shall direct. Pending disposition by CBS of ch. permit as set forth herein it shall not proceed with construction of or operate any television station on Channel 11 assigned to St. Louis, Missouri." Announced Feb. 27.

John H. Bennett, Lake Worth, Fla.; Pompano Beach Bcstg. Corp., Pompano Beach, Fla.; Voice of South Miami Bcstrs Inc., South Miami, Fla.; Louis G Jacobs, Miami-South Miami, Fla.; South Miami Bcstg. Inc., South Miami, Fla.—Are being advised that applications for new am stations of Bennett to operate on 980 kc, 500 w, D; Pompano Beach 980 kc, 1 kw, DA-D; Voice of South Miami 970 kc, 1 kw, DA-D; Jacobs and South Miami 990 kc, 5 kw, DA-1, U, indicate necessity of hearing; by letter, denied requests of Jacobs to dismiss South Miami amendments to its application. Announced Feb. 27.

Fox Valley Bcstg. Co., Geneva, Ill.; WISC Radio Wisconsin Inc., Madison, Wis.; Logansport Bcstg. Corp., Aurora-Batavia, Ill.—Designated for consolidated hearing applications of Fox Valley and Logansport for new am stations to operate on 1480 kc, 500 w, 1 kw-LS, DA-2, U; and Radio Wisconsin to increase daytime power of WISC from 1 kw to 5 kw, continuing operation on 1480 kc, 1 kw N, U, and to change DA pattern. Announced Feb. 27.

WVEC-TV, Peninsula Bcstg. Corp., Hampton, Va.; WTOV-TV, Tim Brite Inc., Norfolk-Newport News Tv Corp.; Virginian Tv Corp., Norfolk, Va.—Designated for consolidated hearing applications of WVEC-TV for mod. of cp to change operation from ch. 15 to ch. 13 and WTOV-TV to change from ch. 27 to ch. 13 and Norfolk-Newport and Virginian for new tv stations on ch. 13. Announced Feb. 27.

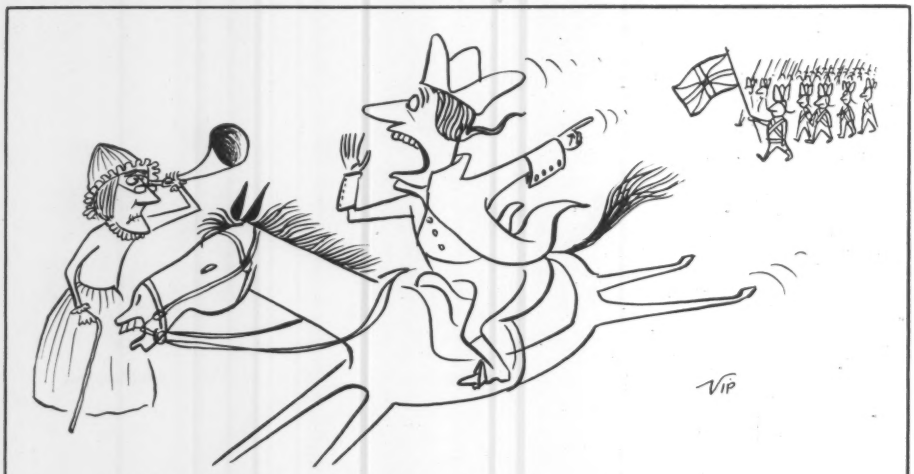
WITV (ch. 17) **Fort Lauderdale, Fla.**—By letter (1) denied waiver of Sec. 4.182 of rules and (2) dismissed application to operate experimental tv station on ch. 6 in **Miami** at present site of WITV trans. for purpose of making direct comparison of simultaneous uhf and vhf operation. Commission concluded that proposed program of experimentation does not offer sufficient promise of substantial contribution to development of tv art to warrant grant of application. Announced Feb. 27.

WDAF-AM-TV Kansas City, Mo.—Granted renewal of licenses subject to condition that licensee divest itself of all of its broadcast interests in compliance with final judgment dated Nov. 15, 1957, entered in proceedings in U. S. District Court for Western District of Mo., entitled "United States of America, Plaintiff v. Kansas City Star Co., **Roy A. Roberts**, as president, and **Emil A. Sees**, as director of advertising of said corporate defendant, Defendants." Announced Feb. 28.

By memorandum opinion and order, Commission granted protest and petition for reconsideration by **Lewiston Tv Co. (KLEW-TV**, ch. 3), **Lewiston, Idaho**, to extent of designating for evidentiary hearing applications of **Orchards Community Tv Assn. Inc.**, for cp for two new tv translator stations in Lewiston; denied KLEW-TV request for postponement of effective date of Jan. 8 grant of Orchards applications; and made KLEW-TV party to proceeding. Announced Mar. 4.

Commission on Feb. 26 directed preparation of document looking toward granting petition by **Kermit F. Tracy** to dismiss without prejudice latter's application for new am station to operate on 1270 kc, 1 kw D, in **Fordyce, Ark.** An initial decision of April 30, 1957, looked toward denial of Tracy application and grant of application of **Jefferson County Bcstg. Co.** for new am station on 1270 kc, 5 kw D, in **Pine Bluff, Ark.**

Commission invites comments by April 15 to notice of further proposed rule making looking toward enlarging proposal (to amend Part 4 of Experimental and Auxiliary Broadcast Services rules to provide for licensing of cueing transmitters within studios of broadcast stations on regular basis under provisions for remote pickup broadcast base stations) to (1) permit such cueing operation also in outdoor areas adjoining studios and at remote pickup locations, and (2) relax log-keeping and station identification requirements applicable to aux. broadcast operations. Announced Mar. 5.



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ACTIONS BY FCC

By memorandum opinion and order, Commission denied petition by **Functional Music Inc.** (fm station **WFMF Chicago, Ill.**) for rehearing, other relief, and motion for stay, directed to Commission's report and order requiring fm stations holding SCA to engage in functional music operations to conduct such operations on multiplex basis after Mar. 1; but granted petition insofar as extending time to Mar. 15 in which Functional Music may file request for individual waiver. Announced Feb. 27.

In considering individual requests for waiver of rules to permit fm functional music operations on simplex basis beyond Mar. 1 date specified for conversion to multiplexing, Commission granted extension to stations that made showing of need for additional time to complete conversion.

Grants went to: **KCFM St. Louis, Mo.**; **KMLA KRKD-FM** and **KBMS** all **Los Angeles, Calif.**; **WWDC Washington, D. C.**; **KITE-FM San Antonio, Tex.**; **WPEN-FM Philadelphia, Pa.**; **WPKM Tampa, Fla.**; **KQXR Bakersfield, Calif.**; **WMIT Clingmans Peak, N. C.**; **WCAU-FM Philadelphia, Pa.**; **WMMW-FM Meriden, Conn.**; **KDFC San Francisco, Calif.**; **WBFM New York City**; **KFMU Los Angeles, Calif.**; **KUTE Glendale, Calif.**; **WDDS-FM Syracuse, N. Y.**; **WEAW-FM Evanston, Ill.**; **WLDM Oak Park, Mich.**; **WNAV-FM Annapolis, Md.**; **WMUZ Detroit, Mich.**; **KING-FM Seattle, Wash.**, and **WKJF Pittsburgh, Pa.** Announced Feb. 27.

RULE MAKING PETITION WITHDRAWN

Commission granted Mar. 5 request by **Board of Regents of University of State of New York** to withdraw Board's petition for proposed rule making to allocate tv ch. 13, now operated commercially in **Newark, N. J.** (by **Atlantic Television** station **WATV**) to **New York City** for noncommercial educational use. (Board is licensee of educational tv station **WREG** on ch. *25 in New York City.)

RULE MAKING PETITION DENIED

By memorandum opinion and order, Commission denied petition by **KCOR Inc. (KCOR-TV** ch. 41), **San Antonio, Tex.**, for rule making to assign fourth commercial vhf channel to that city by (1) making ch. *9, now reserved for educational use in San Antonio, available for commercial use, (2) amending rules to permit KCOR-TV to operate part time on ch. *9 even though channel would remain educational reservation, or (3) allocating ch. 12 to San Antonio. Announced Feb. 27.

RULE MAKING PROCEEDING TERMINATED

By order, Commission granted petitions by **M & M Bcstg. Co. Inc. (WMBV-TV**, ch. 11), **Marinette, Wis.**, and **Evening Telegram Co., Norman**

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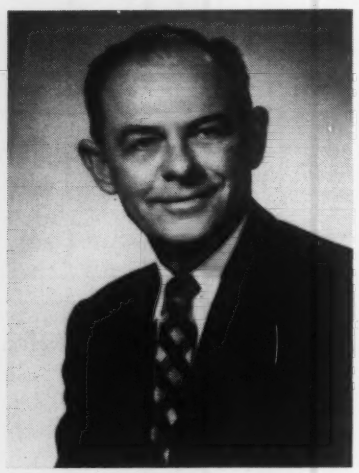

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FOR THE RECORD CONTINUED

M. Postles and **Walter C. Bridges,** and terminated rule making proceedings to shift channel to **Green Bay, Wis.** Announced Feb. 27.

ORAL ARGUMENTS SCHEDULED

Commission on Mar. 5 scheduled the following proceedings for oral argument on April 21:

Triad Television Corp., Booth Radio & Television Stations Inc., Television Corp. of Michigan Inc., Jackson Bcstg. & Television Corp., and **State Board of Agriculture,** applicants for ch. 10 in **Parma-Onondaga, Mich.**

Town and Country Radio Inc., applicant for new am station to operate on 1150 kc, 500 w D, DA, in **Rockford, Ill.**

ACTIONS ON MOTIONS
By FCC

Commission on Feb. 27 granted motion of NTA Film Network Inc. to revise order of appearance by scheduling them immediately after NBC in proceeding on Study of Radio and Television Network Broadcasting.

By Comr. T. A. M. Craven on February 26

Granted petition by **South Norfolk Bcstg. Co. Inc., South Norfolk, Va.,** for extension of time to Feb. 26 to file reply to petition to enlarge issues filed by **Cy Blumenthal, tr/as Denbigh Bcstg. Co., Denbigh, Va.,** in proceeding on applications.

By Hearing Examiner Jay A. Kyle on the dates shown

Upon request by **Joseph M. Ripley Inc., Jacksonville, Fla.,** ordered that hearing scheduled for March 3 is continued to March 5 in proceeding on am application and that of **Dan Richardson, Orange Park, Fla.** Action Feb. 27.

Ordered that prehearing conference will be held on March 10 re am application of **Bosque Radio, Clifton, Tex.** Action Feb. 27.

On own motion, ordered that hearing scheduled to resume at 1 o'clock Feb. 28 is continued to Mar. 17 at 10 a.m. in proceeding on **Evansville Tv Inc.,** to show cause why authorization for **WTVW Evansville, Ind.,** should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Feb. 28.

By Hearing Examiner Charles J. Frederick on the dates shown

Ordered that further prehearing conference will be held at 2 p.m., Mar. 3 in tv ch. 12 proceeding, **Beaumont, Texas.** Action Feb. 26.

Ordered that oral argument will be held on March 5 (at time of the prehearing conference now scheduled) on petition by **Northern Ind. Bcstrs Inc. (WINS) Michigan City, Ind.,** for leave to amend am application. Action Feb. 28.

By Hearing Examiner Basil P. Cooper on the dates shown

Pursuant to agreement reached at evidentiary hearing on Feb. 11 in proceeding on am application of **Greylock Bcstg. Co. (WBRK), Pittsfield, Mass.,** ordered that WBRK Exhibit B is received in evidence, proposed findings of fact and conclusions of law, if filed, will be filed on or before Mar. 24, and record closed. Action Feb. 26.

Upon consideration of motion by **Triangle Publications Inc. (WNHC-TV, ch. 8), New Haven Conn.,** for, among other things, oral argument on motion to prohibit taking of certain depositions in proceeding on application, notice is given that oral argument on the motion will be held on Feb. 28 at 2 p.m. Action Feb. 27.

By Hearing Examiner Annie Neal Huntting on the dates shown

Ordered that prehearing conference will be held on March 12 in re fm applications of **Telemusic Co., San Bernardino,** and **Southwest Bcstg. Co. Inc., Redlands,** both **California.** Action Feb. 25.

Ordered that hearing scheduled for Mar. 3 is continued to April 4 in proceeding on am applications of **Bcstrs Inc., South Plainfield, N. J., Eastern Bcstg. Co. Inc. (WDRF), Chester, Pa.,** and **Tri-County Bcstg. Corp., Plainfield, N. J.** Action Feb. 26

By Hearing Examiner Herbert Sharfman on February 27

On oral request of counsel for **Radio Indianapolis Inc.,** ordered that oral argument is scheduled for Feb. 28 at 10 a.m., on "petition to enlarge issue to include so-called Evansville issues," and "opposition of applicant, **Firmin Co., Vincennes, Ind.,** in proceeding on am application of **Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo.,** and **Firmin Co.**

By Hearing Examiner Millard F. French on February 25

By agreement of the parties, ordered that the further prehearing conference scheduled for Feb. 26 is continued to date to be set by subsequent order at request of counsel for any of parties on tv ch. 3 proceeding, **Lake Charles-Lafayette, La.**

By Chief Hearing Examiner James D. Cunningham on February 28

Ordered that hearings are scheduled to commence on April 30 in following proceedings: **Peninsula Bcstg. Corp.** (WVEC-TV) to change from ch. 15 to ch. 13 in Hampton, Va., **Tim Brite Inc.** (WTOV-TV) to change from ch. 27 to ch. 13 in **Norfolk, Va., Norfolk-Newport News Tv Corp.,** and **Virginian Tv Corp.,** for new tv stations to operate on ch. 13 in Norfolk; am applications of **Fox Valley Bcstg. Co., Geneva, Ill., Radio Wisconsin Inc.** (WISC) **Madison, Wis.,** and **Logansport Bcstg. Corp., Aurora-Batavia, Ill.**

By Hearing Examiner H. Gifford Irion on February 28

Granted petition of Broadcast Bureau for extension of time from Mar. 4 to Mar. 14 to file proposed findings re application of **Western Neb. Tv Inc.,** for new tv station to operate on ch. 13 in **Alliance, Neb.**

By Hearing Examiner Elizabeth C. Smith on the date shown

In accordance with agreement of all counsel at prehearing conference held on Feb. 19 re am applications of **Albany Bcstg. Corp., Albany, Ore.,** and **W. Gordon Allen, Eugene, Ore.,** hearing schedule for Mar. 10 is continued to date to be fixed at further session of prehearing conference to be held on March 19. Action Feb 27.

Granted petition by **Wayne M. Nelson, Concord, N. C.,** for extension of time from Mar. 5 to Mar. 7 to file proposed findings and conclusions and for replies thereto from Mar. 17 to Mar. 19 in proceeding on his am application and that of **Fred H. Whitely, Dallas, N. C.** Action Mar. 3.

By Hearing Examiner Herbert Sharfman on the dates shown

Order that prehearing conference is scheduled for Mar. 14 and hearing scheduled for same date in continued pending setting of new date after prehearing conference in proceeding on am application of **James H. Duncan (KSIL), Silver City, N. M.** Action Feb. 28.

Order that hearing which has been indefinitely continued is scheduled for Mar. 27 re am application of **Capitol Bcstg. Corp. (WCAW) Charleston, W. Va.** Action Mar. 3.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of February 28

WIOD Sanford, Fla.—Granted assignment of license to **Sanford Bcstg. Corp.**

KTHS Little Rock, Ark.—Granted transfer of control from **William H. Bronson,** voting trustee, to **Time Publishing Co. Ltd.,** parent corporation of licensee corporation.

WFPK Louisville, Ky.—Granted cp to increase ERP to 20 kw, reduce ant. height to 245 ft., and make changes in ant. system.

WDOK-FM Cleveland, Ohio—Granted cp to increase ERP to 31 kw and add Westinghouse FM-10 kw amplifier to existing Westinghouse FM3.

KASI Ames, Iowa—Granted mod. of license to change name to **Story County Bcstg. Co.**

KQIK Lakeview, Ore.—Granted authority to sign-off at 7 p.m. Mar. 1 through May 31 due to severe economic conditions.

KTXC Big Spring, Tex.—Granted authority effective 10 p.m. Feb. 28 to remain silent for period of 60 days.

Continues on page 111

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Excellent spot Detroit independent. $100 guarantee with top future. Box 407D, BROADCASTING.

Opportunity for a young man interested in sales New York state. Must have car. Send background information. Box 433D, BROADCASTING.

Salesman wanted for daytime station in eastern North Carolina. Guaranteed salary against override. Will consider announcer who wants to get in sales. Write Lee Hodges, WCPS, Tarboro, N. C.

Have choice accounts to assign one good account executive. Earnings in the $14,000.00 to $18,000.00 range. Draw against commissions. Background will be checked. Full time, top coverage, top thirty market. WMNI, Southern Hotel, Columbus, Ohio.

Salesman who wants real present opportunity plus chance for future advancement. Must be a plugger with proven ability in time-sales field. Metropolitan Washington, D. C., area. This is a real chance to get ahead in the industry for the right man. Write, wire or phone WPIK Alexandria, Va.

Announcers

Expanding chain has immediate opening for experienced announcers at brand-new station in greater Pittsburgh area. Will be in operation in a few weeks. $90 to $95 per week to start, with regular raises and unusual opportunity for advancement into management. Minimum of 1 year experience required. All applicants must send tape, photo, resume with letter of application. Box 131D, BROADCASTING.

Wanted: Announcer with first phone for all night deejay show; engineering secondary. No maintenance. Personality and newscasting talent are "musts". Salary open, commensurate with ability. Box 161D, BROADCASTING.

For better than average announcer-newsman, established kilowatter in pleasant prosperous Illinois city offers better-than-average-situation as to pay, extra benefits and opportunity. Must be sharp with general staff work including music, news, interviews and selling with a warm friendly personality. Send tape, resume to Box 220D, BROADCASTING

Sportsman, must have 1st phone. Minimum three years experience all types play-by-play. Also strong dj personality. Salary open. Large midwest market. Box 322D, BROADCASTING.

DJ personality, must have 1st phone. Middle size mid-U. S. market paying top salary. Box 323D, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN network. Texas. Box 337D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with abilities as newscaster and deejay, rural farm music and news station, upstate New York. Salary dependent on experience and abilities. No floaters. Must be reliable and have ability to get along with others. Please send tape, resume, references, salary required. Box 343D, BROADCASTING.

Announcer with first class ticket, no maintenance, required, experience not necessary. Wisconsin. Box 344D, BROADCASTING.

Morning wake-up man. Pleasant, friendly delivery, experienced, mature, Midwest location. Send resume and audition tape. Box 379D, BROADCASTING.

Western Penna station needs an experienced versatile announcer a good solid staff man. We prefer a married man who knows and likes small town life. He must be willing to follow station policy in programming and try to build an adult audience rather than a big record hop following. In return he'll get above scale pay and excellent opportunity for advancement in a growing organization. Include recent photo, tape, and resume in first reply. Box 437D, BROADCASTING.

Morning man for station near Philadelphia. Experienced with good voice. A real opportunity for a good man. $87.50 per week to start. Profit sharing plan and other attractive benefits. Good operation. Box 358D, BROADCASTING.

Carolina calling! Progressive station needs good country music man and pop man. Both should do news. Sales if desired. Full details and tape. Box 461D, BROADCASTING.

Wanted: Announcer with first phone for all-night deejay show. Engineering secondary. No maintenance. Personality and newscasting talent are musts. Salary open, commensurate with ability. Contact William Duke, KDSX Denison, Texas.

Wanted. Announcer-engineer, heavy on announcing, no maintenance. Dr. F. P. Cerniglia, KLIC, Monroe, La.

Wanted for fast morning music-news and sports operation in progressive city of 42,000. Lots of work for right men. Need immediate tape, personal resume on combination sports and sales and for fulltime dj board man. Prefer man from midwest. Stan Gribble, P.D., KWHK, Hutchinson, Kansas.

Five kw needs a pop announcer who can do a two hour r&b show everyday and has a voice for production tapes. Send tape and letter to WACL, Waycross, Ga.

Top dj personality for area's leading music, news station. Must be warm, friendly, with outstanding voice quality. Thorough experience a necessity. Excellent salary and working conditions. Send air check, tape and complete information immediately to Art Burnham, Program Director WEEX, Easton, Pa.

Kentucky independent needs outstanding morning man. Must have good appearance and personality. Sense of humor and news delivery important. At least two years announcing experience required. Salary open. Send no tape. Give references. State past earnings. First application by letter only to WLEX, Box 1417, Lexington, Kentucky.

Experienced announcer: Good all-around staff man with copy writing ability needed immediately for 1000 watt daytime operation going network. Good opportunity. WMUS Muskegon, Michigan.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-newscaster for permanent position with Washington, D. C., metropolitan area station. Must be good combo man with real ability newsfield. Excellent salary and chance for advancement. Send tape, photo, resume and references we can check. WPIK Alexandria, Virginia.

Wanted immediately: Announcer with first phone. Beginner ok if interested in becoming chief engineer of (Gates equipped) modern 250 watt indie with two way fm news unit, salary open. Contact Bill Rhyne, WRNB New Bern, North Carolina.

Top-flight dj for top station in competitive market. Excellent working conditions and salary. Only mature, stable, experienced men please. Send complete background info, references and photo. No tapes! Contact: Ted Powers, Program Director, WSKY, Asheville, N. C.

Midwest 5 kw CBS affiliate and full power vhf tv needs solid announcer with experience in control room operations. Maximum scale $100.00 for 40 hour 5 day week with two years experience. Send audition tape, recent photo and background information to: Bob Eickmeyer, WTAD-KHQA-TV Quincy, Ill.

Experienced announcer, first class ticket, who wants to live in friendly small city near lakes. Easy driving to larger cities. Friendly staff. Send tape, photo, which will be returned, complete resume to Les Dana, Manager, WTVB Coldwater, Michigan.

Technical

Chief engineer, for directional California radio station. Must be experienced and with good voice for some announcing duties. Starting salary $7,500. Box 387D BDOADCASTING.

Wanted 1st class license engineer who can sell or announce. William T. Kemp, KTXL Radio, Box 2139, San Angelo, Texas.

Opening soon for chief engineer with established kilowatt daytimer. Good conditions for right man. WASA Havre de Grace, Maryland.

Announcer-engineer first ticket, news-music station. WSHE, Sheboygan, Wisconsin.

Production-Programming, Others

Highly produced independent station in medium market needs continuity and traffic manager. Salary open and will be based on previous experience. Please send all information in first letter including a picture. Box 413D, BROADCASTING.

Radio-tv station in rich market desires experienced, energetic news director to supervise department. Future unlimited. Send full details to Box 442D, BROADCASTING.

If you are a good radio disc jockey in a small market, and ready for tv and radio combination in a larger market, send tape and details to Box 443D, BROADCASTING.

Writer-producer-announcer for California station who can write, produce, and voice all types of production spot announcements utilizing sounds, music, and ingenuity. Rush details, photo, salary requirements and taped sample of work. Box 453D, BROADCASTING.

News director to head news bureau for California station. Journalistic experience, administrative ability, good voice. Must be knowledgeable about all phases of news editing, including political, for both radio and tv. Rush complete details about yourself including your views on radio news, salary requirements, photo and air check. Box 454D, BROADCASTING.

RADIO

Situations Wanted

Management

General manager with 12 years of radio experience desires similar position in larger market. Proven ability in all phases of radio with outstanding sales record. Married, 37 and a driver. Would consider investment. Top references. Box 335D, BROADCASTING.

Hard-working young man seeking opportunity as manager or assistant manager small market am-tv. Eight years broadcasting experience all phases. Box 386D, BROADCASTING.

Manager with fifteen years experience managing small and medium market stations desires assistant managership. If your are looking for someone with maturity, experience and capability to relieve you of some of the details of departmental supervision, answer this one. Box 423D, BROADCASTING.

General managership wanted now. Assistant general manager 16 years experience. Worked all phases, always top man in sales, extremely promotional, will produce. Married and reliable, references. Box 434D, BROADCASTING.

Manager-sales manager. Experienced metropolitan markets. Currently managing. Strong on sales. Top flight man on production and news gathering. Sound administrator. Available soon. Box 441D, BROADCASTING.

Manager-chief engineer. Combine sales, engineering, management to give maximum profit. Aggressive, low-pressure sales ability keeps accounts sold. Specialized small markets past five years. Box 451D, BROADCASTING.

Presently managing station in town of 3,200. Increased billing each month. Desire station with greater potential in larger town. Experienced all phases and have first class license. Box 457D, BROADCASTING.

Sales

Young man, motion picture sales background, desires position as sales representative, radio station, N.Y.C. or within 100 mile radius. Box 421D, BROADCASTING.

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You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet, "Opportunities in Electronics," gives details of both types of courses. Send for your free copy today.

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Desk B-7, 1505 N. Western, Hollywood 27, Calif. OR Desk B-7, 821—19th St., N.W., Washington 6, D. C.

RADIO

Situations Wanted—(Cont'd)

Sales

8 years experience, sales manager, news sports director, morning personality, first phone, prefer New York, New Jersey, Philadelphia area. Box 428D, BROADCASTING.

Salesman-announcer. Primarily interested in selling for small southern station. Box 458D, BROADCASTING.

Desire Florida location, wide sales background, radio or tv. Write Box 459D, BROADCASTING.

Announcers

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Announcer-program director. Four years radio experience with same organization. Young, capable, married. Radio or tv. West coast or south. $90.00-$100.00. Good references. Box 319D, BROADCASTING.

DJ beginner. Run own board. 4 years selling experience. (Insurance) knowledge of accounting and typing. 65 mile radius of New York City. Tape and resume immediately on request. Box 390D, BROADCASTING.

Announcer/dj, 1½ years experience in both engineering and announcing. Have first class. Prefer town of 10,000 or larger. Will go now, anywhere. Box 392D, BROADCASTING.

Negro. DJ. Announcer, newscaster, staff man, strong on commercials! Versatile, will relocate. Box 393D, BROADCASTING.

Young announcer, excellent voice, college graduate, immediate availability. Box 394D, BROADCASTING.

Deep, resonant voiced announcer with working knowledge of the business. Prefers news, commercial dj. Available immediately. Box 395D, BROADCASTING.

First class license young man wants a midnite to dawn deejay shift. Presently employed CBS affiliate announcing and deejay. Need two weeks notice. Will send tape. Box 396D, BROADCASTING.

Morning personality looking for opportunity in progressive medium or large market. First phone and gimmicks. Five years experience. Box 397D, BROADCASTING.

DJ staff, 5 years, age 28, family. Knows how to program good music, desires day shift in Florida or far west. Box 401D, BROADCASTING.

Sports announcer baseball, football, basketball. Excellent voice, finest of references. Box 402D, BROADCASTING.

Need thoroughly trained, professional announcer, nine years all phases, whose dependability equals ability? They're hard to fine, but I quality. Married, veteran, degree, best references. Box 403D, BROADCASTING.

Play-by-play announcer desires position probaseball town. Excellent all sports. Box 404D, BROADCASTING.

Experienced disc jockey, three years, good commercial. Knows music, family. Box 406D, BROADCASTING.

Announcer, 26, single, recent midwestern broadcasting school graduate, plus education voice and dramatics, tape and resume. Box 408D, BROADCASTING.

Top selling dj personality now on one of highest rated stations in 3rd largest market. Looking for position with better income on progressive live wire station. 10 years experience all phases radio and tv. Highest references. $10,000 minimum. Box 411D, BROADCASTING.

33 years old, married, children. Eleven years radio, all phases, top voice. Need permanent position fast. I will call you. Box 412D, BROADCASTING.

Radio announcer seeks employment in Florida. Ambitious, energetic strong dj shows, news, sports. Box 414D, BROADCASTING.

Attention southern daytimer! Jockey, football, baseball, news, emcee, interviewer, pd, sales 7 years. 29, married. Box 415D, BROADCASTING.

Announcer-salesman, 4 years in radio. References. 29 years old. South or southwest. Box 418D, BROADCASTING.

Colored announcer-dj; excellent voice, strong on commercials. Versatile, all phases, Will go anywhere. Immediately available. Box 419D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-first class phone. Versatile, Sober. Prefer some deejay. Want to come home to Kentucky or vicinity. Box 424D, BROADCASTING.

Fast paced dj, 3 years, good commercial, knows music, family. Box 425D, BROADCASTING.

Experienced announcer-newscaster, 35, employed, go anywhere for satisfactory offer. Box 426D, BROADCASTING.

DJ, sports, news announcer with management background. Nine years experience desires permanent position with established station. Married, responsible man. Minimum salary $150.00. Box 429D, BROADCASTING.

Announcer: 5 years experience. Reliable family man. Prefer midwest. Available immediately. Have tape and resume. Box 438D, BROADCASTING.

No thermometer. Climate's fine, but dough's slow! Top jock! 7 years experience all phases; heavy on creative production, sales, distinctive characterizations; quality voice; now employed prestige Miami station; seeks challenging, progressive organization. Box 445D, BROADCASTING.

Combo man-announcer with first phone, strong sports, married, reliable vet, willing to work to get ahead. Available March seventeenth. Box 446D, BROADCASTING.

Experienced announcer looking for place to grow with station programming for adult audience, strong news, good sell, dramatic background. Now in eastern metropolitan area. Box 452D, BROADCASTING.

Girl personality, very attractive, college graduate, desires "dj" position. Experienced. Box 460D, BROADCASTING.

Announcer sports. News. DJ beginner. TV acting background. Married. College grad. Intelligent. Sharp. Serious. Talent. Box 462D, BROADCASTING.

Announcer, 1st phone, $85, no car. Available immediately. Berkshire 7-6721 after 5:00 P.M. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcer, good commercial, news dj delivery. Have some air experience, will be excellent with more. A. J. Waran, 6328 N. Mobil, Chicago 30, Ill. Newcastle 1-4364.

Young, married, vet, desires announcing position. Prefer north Indiana, Illinois area. 2 years college, speech and radio announcing major. Realize importance of hard sell, also easy sell, ad-lib, and news. For tape write: Jack L. Wood, 3224 W. 15th Ave., Gary, Indiana.

Technical

Engineer, announcer. Five years experience. Desire town 15,000 or more. Box 422D, BROADCASTING.

Attention: S. Wisconsin and N. Illinois. Tech school grad, radio and tv serviceman with 1st phone desires permanent position in Broadcasting 436D, BROADCASTING.

1st class FCC radio telephone license, graduate RCA Institute V7. Desire to learn. Box 456D, BROADCASTING.

First class license, no experience. Desire employment with the opportunity to learn. Salary secondary. Gene Moore, Room 105, 2603 Inwood Road, Dallas, Texas.

Engineer-announcer, seven years experience desires permanence, preferably technical position. Phone 7-9645. Jim Price, 348 E 2nd St., Plainfield, N. J.

Production-Programming, Others

Office manager, bookkeeper, accountant, gal Friday. Have pencil will travel. Complete experience, background, and qualifications. References. Box 332D, BROADCASTING.

Interested in creative program management? Hire this woman executive with 15 years radio experience! Top sell copy; promotion, public service know-how; proven mike technique. Now employed but looking for a secure future! Prefer west, will go anywhere. Box 354D, BROADCASTING.

Genius out of work! Continuity writer, single girl, college grad, boasting only 2 years experience in radio and television, but definitely talented! Get me while I'm free and 23. Last position $300.00. For more details and sample copy, write Box 399D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director seeking small but sharp operation in medium or large market, or one that wants to be sharp and is willing to give pd authority and facilities to make it that way. Double in all phases except sales and sports. First phone. Expect to work my tool head off and expect to be paid for it. Box 427D, BROADCASTING.

Program-news director desires position in eastern or southeastern market. University graduate, married. News and program emphasis will stress local and regional elements. Reply Box 431D, BROADCASTING.

TELEVISION

Help Wanted

Sales

Salesman wanted for small market television station in California. Good draw against commission and car expenses. Send complete resume, references, photo first letter. Interested in permanent people only. Box 464D, BROADCASTING.

Announcers

Sportscaster to join expanding tv station in large midwest market. Must be good commercial man willing to work. Salary $70 to $80. Please send photo, tape, and resume. Box 432D, BROADCASTING.

Texas tropical coast living available for qualified commercial tv announcer, some weathercasts. Send complete resume, references, photo, tape airmail to Harry Abbott, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

We are looking for an all-round staff announcer who has the appearance for on-camera work as well as a strong booth man. This is a large NBC basic station on the east coast. Call Program Manager, WXEX-TV, Petersburg, Va., RE 3-7876.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Production-Programming, Others

Comptroller wanted by tv and radio station located in major Florida market. Broadcast experience not essential, but applicant must be senior accountant or its equivalent. Knowledge of machine and punch-card systems desirable. Starting salary, $6,500. Please send snapshot and qualifications to Box 312D, BROADCASTING.

West coast small market radio and television station needs newsman capable of gathering and delivering news on both radio and television. Must be able to take 16mm film for tv news. Send all facts, tape and photo first letter. Box 463D, BROADCASTING.

Staff commercial artist needed for local television operation in northern Maine. Fulltime employment available plus opportunity for outside work. Contact Ted Coffin. WAGM-TV, Presque Isle, Maine.

Film director for new network affiliate, midwest semi administrative, shipping, cataloging, editing, supervise, projection, dark room and newsreel. Salary opening is immediate. Contact Program Director, WPTA, Fort Wayne, Indiana.

TELEVISION

Situations Wanted

Management

Manager/sales manager: Mr. Owner, are you seeking a well established pro with a bona fide radio-tv record, reputation and know-how? Here's one! Now employed. Capable experience, management and sales. Documented personal sales ability. Try shooting blind and confidential with him. You've everything to gain. Box 362D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Sales

Superior local salesman, 4 years television experience, top billing, television training college, graduate school. Box 316D, BROADCASTING.

Attention Florida stations: Sales manager-radio-television. Sales experience at local, regional, and national levels. New York experience. Southerner. Necessary to live in Florida year-round for reasons of health. Married-settled. Available for interview. Box 347D, BROADCASTING.

Announcers

Live-filmed commercial experience. Thoroughly trained tv-radio. Seeking permanent staff announcer position. Box 295D, BROADCASTING.

Radio know-how? I've got it. Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 321D, BROADCASTING.

Experienced announcer-director-air personality. Tops on weather-children's programs. Also am cartoonist-artist. Box 384D, BROADCASTING.

Upstate New York's top tv/radio personality seeks relocation. Five years with top rated shows. Talent and appeal unlimited. Married, family, permanent. $300 minimum guarantee. Box 391D, BROADCASTING.

7 years tv and radio. Now employed. Metropolitan area only. Box 405D, BROADCASTING.

Inside-outside man: 11 years on the firing line. $35.00 copywriter to $12,500 tv announcer-salesman. Successful record radio pd, sales manager. Led all salesmen in 4 stations, including tv. Five years baseball broadcasting. Fluff free newscasts, radio, tv. Four years "on camera" selling. Ad-lib anything. No desk pilot, pretty boy or hot shot. Give orders or take 'em. Midwestern, 33, married, veteran, solvent, stable. Seek security, responsibility, remuneration in management, sales, announcing, or put 'em together. Whatever the job, I'll take charge and deliver. Now! Box 427D, BROADCASTING.

TV wanted. Exchange radio staff and dj gladly for right tv job. Married, 27, college grad. Box 439D, BROADCASTING.

Technical

Chief engineer: Ten years tv experience. All phases. Presently employed as chief of am and tv operation. Box 398D, BROADCASTING.

1st phone, 2 years college (electronics), studio experience, family. Walt Andrus, KSBY-TV, San Luis Obispo, Calif.

1st phone, ready to travel. TV job desired. Have training, want experience. John Pardini, 1006 N. Mariposa St., Hollywood, Calif.

Production-Programming, Others

News-editor; newscaster; photographer: Now heading tv/am newsroom; established record of beating opposition, building respected operation. Qualified news director or good staff man. Experienced; own excellent voice, new bolex. Box 317D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced announcer-director. Eight years radio-tv. Seeking good opportunity. Box 385D, BROADCASTING.

Newsman, 8 years experience. Now director radio-tv operation. $130 minimum. Box 410D, BROADCASTING.

June grad desires directors position. Experienced cameraman. Production man with experience in both commercial and educational tv and film. Married, presently employed, seeks better opportunity. Box 416D, BROADCASTING.

Interested in consistently strong programming? I offer 8 years experience with net affiliate in major three-station eastern market. Background includes floor director, announcer, director, producer, production manager and, for past three years, program director. Excellent references from above employer and my coworkers. Complete with family and practically nondrinker. If you want high morale and enthusiasm in your organization contact Box 435D, BROADCASTING.

CBS news retrenchment casualty. Expreience from world-wide syndicate news production and writing to grass roots political reporting. Radio. and tv. All phases film. Metropolitan station, network department news administration, special events. BA, BJ. Top references. Box 447D, BROADCASTING.

Commercial copywriter with 7 years experience in radio and tv. Ellis Babcock, Box 55, Orwell, N. Y. Pulaski 816W.

FOR SALE

A mimeographed copy of the "Ten Steps to Radio" will be sent to those wanting to break into radio the right way. Send 50¢ coin to: RADIO, 3044 Greentree Way, San Jose 28, California.

D.J.'s—New original comedy material, record intros, skits. Vol. I, $1.00. SPOT Productions, 175 Lakeshore Dr., Lake Hiawatha, N. J.

Stations

For lease, daytime music and news metropolitan area. Needs aggressive sales and management. Box 310D, BROADCASTING.

Texas single station market. 12,000 city zone. County seat. 10 years excellent earning record. $50,000. $20,000 down. 10 years to pay balance. Only qualified applicants apply. No brokers please. Box 430D, BROADCASTING.

250 watt Texas station for sale. Small down payment for man with first phone and management ability. The operation is small but profitable. Also consider lease arrangement. Box 449D, BROADCASTING.

Florida $36,000; Texas $35,000; Pennsylvania $150,000; UHF $160,000; New Mexico $75,000; Tennessee $135,000; Michigan $450,000; North Carolina $150,000; West Viriginia $108,000. Please write Haskell Bloomberg, Broker, Lowell, Massachusetts.

WANTED

Midget with announcing voice for the new WGH to put on our quickie announcements and man our midget trailer.

APPLY

WGH RADIO
NORFOLK, VIRGINIA

FOR SALE—(Cont'd)

Stations

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Kilowatt daytimer in south Arkansas. Very low fixed over-head. Ideal owner-manager operation. Priced for quick sale, cash or terms. Selling because of other business interests. Contact J. A. West, Jr., 213 W. Oak, El Dorado, Arkansas.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Complete, including tower, 1 kw Gates equipment; used 23 months. Everything goes. Write Box 1032, El Dorado, Ark.

FM transmitters, new, low priced, all powers—contact Industrial Transmitters & Antennas, Upper Darby, Pennsylvania for free brochure.

AM radio tower, 150 feet, Stainless, good condition. Clark phase monitor, 108 E, like new. Gates hy-watter, 2 tower array phasing equipment. Contact WAWK, Kendallville, Indiana, phone 764.

1 automatic Berlant tape recorder with steriophonic includes. 1—BAX-D drive unit. 2—BAX-P amplifiers (pre amplifiers). 2—Remote control units. (machine used for two years). $600.00. WBEC, 33 Eagle Street, Pittsfield, Mass.

Presto 16" inside-out recording lathe with Audak cutting head (recently factory rebuilt). Also brand new Gates remote meter kit with 3" meter (O-5RFA), thermocouple, rheostat, chokes and capacitors. $50 for lathe or kit. Chief Engineer, WBKV, West Bend, Wisconsin.

Pure copper strap four-inch. .027 123 pounds at 64½¢ per pound. Can split it and get 526 feet of two-inch. WMNI Southern Hotel, Columbus, Ohio.

Available immediately. Rugged top 200 feet of 1000 foot Ideco heavy duty tower. Ideal for mountain-top installation of micro-wave service. Heavy-duty four section Pylon. 90 sections of used 6⅛ coax line, elbows, fittings. Phone or write R. A. Holbrook, WSB-TV Atlanta, Georgia.

200 foot self-supporting CN Blaw Knox tower. Six years old. WWIN, Baltimore, Maryland.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 14"-$215.00, 17"-$219.00, 21"-$259.00. Factory direct sales. Why pay master monitor prices for your utility requirements? Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

Advertising agency executive seeks to buy am property or c.p. in medium-size market. Write details to Box 330D, BROADCASTING.

General manager with 12 years experience and $8,000 wishes to invest in a radio station. References. Box 336D, BROADCASTING.

We'll pay more for lease than you can get for outright sale of your station in southwest or west by experienced broadcasters. Box 409D, BROADCASTING.

AM-tv stations. Buy or lease with option to buy. Consider anywhere. Sincere offer by experienced radiomen-not brokers. Box 420D, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Wanted, 10 kw fm transmitter and associated equipment including tower. Complete details to Box 258D, BROADCASTING.

Gates studioette speech imput console type 52CS, or RCA single channel console. Chief Engineer, WBKV, West Bend, Wisconsin.

1 kw fm transmitter, KYFM, 4516, North Libby, Oklahoma City, Oklahoma.

Wanted: Good used field strength meter; send details, price, terms. Box 133, Blacksburg, Va.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Management

WANTED—GENERAL MANAGER

5 kw network affiliated radio station in southwest seeks general manager. Please send full resume, including salary, to:

Box 465D, BROADCASTING

Announcers

AIR PERSONALITIES CREATIVE WRITERS

5 kw AM major established independent. Midwest. Aggressive policies. Send complete information.

Box 400D, BROADCASTING.

TOP GIMMICK D.J. $10,000-$15,000 A YEAR

Number One top 50 stations. Run own board. Rush tape and information to:

Box 450D, BROADCASTING

WWJ MELODY PARADE

needs

One more Record M. C.

- Detroit's most talked about music concept!
- Detroit's basic Radio Station!
- Detroit's greatest opportunity for man of high calibre and personality!

If you are this kind of man, send tape, resume and picture to: Program Manager

WWJ RADIO

622 W. Lafayette, Detroit 31.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted Immediately

Experienced morning man to work in growing Baton Rouge market.

Must be: Dependable, good worker, who will take aggressive interest in job and station; able to project warm, friendly personality on the air; salary open.

No phone calls; send resume, tape and picture to Howard L. Brooks, Radio Station WJBO, Baton Rouge, Louisiana.

RADIO

Situations Wanted

Announcers

SPORTS ANNOUNCER

8 years experience. Family man, with present employer over 5 years. Do basketball, football, baseball & ice hockey. Top references. Greater earnings and opportunity my goal. Let me send you full particulars.

Box 444D, BROADCASTING

Production-Programming, Others

HAVE JOB—WILL TRAVEL

(wherever the opportunity is greater!)

Woman executive with 15 years broadcasting experience in major markets. Creative program planning; pay-off promotion ideas; top sell copy; public service know-how; top-rated broadcaster! Prefer progressive station in West. Best references.

Box 353D, BROADCASTING

FOR SALE

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR THE RECORD *continues from page 106*

WMOO Milford, Mass.—Granted authority to remain silent for period of 30 days due to economic circumstances pending Commission action on transfer of control.

WABD New York, N. Y.—Granted extension of completion date to Apr. 29.

Actions of February 27

KWKH, KWKH-FM Shreveport, La.—Granted transfer of control from **William H. Bronson,** voting trustee, to **Times Publishing Co. Ltd.,** parent corporation of licensee corporation.

KALB-FM Alexandria, La.—Granted cp to replace ant. and feed line, reduce ERP to 7.9 kw increase ant. height to 390 ft., delete remote control operation and make changes in ant. system.

KSTR Grand Junction, Colo.—Granted cp to change ant.-trans. location.

KFDR Grand Coulee, Wash.—Granted cp to install a new trans.

KPET Lamesa, Tex.—Granted cp to install a new trans.

KDGO Durango, Colo.—Granted mod. of cp to change studio location and remote control point and change type trans.

WCSC Charleston, S. C.—Granted authority to operate trans. by remote control while using nondirectional ant.

KRNS Burns, Ore.—Granted authority to signoff at 6:30 p.m. due to local economic conditions.

KZOL Muleshoe, Tex.—Granted extension of completion date to April 28.

Action of February 26

WRC-TV Washington, D. C.—Granted extension of completion date to April 17 (main trans. and ant. and aux. ant.).

Actions of February 25

WRDW-AM-TV Augusta, S. C.—Granted assignment of licenses to **Southeastern Newspapers Inc.**

WRSA Saratoga Springs, N. Y.—Granted assignment of license to **Radio Station WRSA Inc.**

KLOV Loveland, Colo.—Granted assignment of license to **William R. Vogel** et al., doing business under same name.

WKLY Hartwell, Ga.—Granted involuntary assignment of license to **Max G. Pfaender,** administrator of estate of **Louie L. Morris,** deceased.

WSEL Chicago, Ill.—Granted involuntary assignment of license and cp to **Francis J. Curtis,** receiver in bankruptcy.

KSTE Emporia, Kan.—Granted license to install new trans. and decrease ERP.

WDBJ-TV Roanoke, Va.—Granted cp to replace expired cp which authorized installation of aux. trans. and ant. at main trans. site.

WFPK-TV* Louisville, Ky.—Granted mod. of cp to change ERP to vis. 13.5 kw, aur. 7.24 kw and change ant. system, ant. height 310 ft.

KQED (TV)* San Francisco, Calif.—Granted mod. of cp to correct geographical coordinates (second only); change EP to vis. 25.7 kw, aur. 12.9 kw, change type of ant., and make equipment changes, ant. height 1206 ft.

WKYN-TV Springfield, Mass.—Granted extension of completion date to June 1.

WSAU-TV Wausau, Wis.—Granted extension of completion date to May 15.

Calif. Western U. of San Diego, San Diego, Calif.—Granted authority to produce and transmit programs from **3902 Lomaland Drive, San Diego, Calif., to XETV Tijuana, B. C., Mexico.**

Actions of February 24

KPIN Casa Grande, Ariz.—Granted assignment of license to **John W. Parham.**

WIAC Santurce, P. R.—Granted acquisition of positive control by **Luis S. Mejia** through purchase of stock from **Radio Americas Corp., Alfredo Ramirez De Arellano Jr.** and **Luis Ferre.**

WXLI Dublin, Ga.—Granted mod. of cp to change type trans.

KGMS-FM Sacramento, Calif.—Granted mod. of cp to increase ERP to 15 kw, make changes in ant. system and operate trans. by remote control, ant. height 135 ft.; conditions.

WSFM Birmingham, Ala.—Granted mod. of cp to change trans.-studio location and type ant., ant. height 80 ft.

KGEE Bakersfield, Calif.—Granted authority to operate trans. by remote control (2nd studio).

WNTI-FM*—Hackettstown, N. J.—Granted extension of completion date to April 14.

KATT Pittsburg, Calif.—Granted extension of completion date to April 30.

Action of February 21

KXYZ Houston, Tex.—Granted authority to operate aux. and main trans. by remote control; main trans. while using nondirectional ant.

Action of February 19

KBIC-TV Los Angeles, Calif—Granted assignment of cp to **John Poole Bcstg. Co. Inc.**

Actions of February 17

KTVU Oakland, Calif.—Application for extension of completion date dismissed.

WATR-TV Waterbury, Conn.—Application for extension of completion date dismissed.

PROGRAMS & PROMOTIONS

Schools Plug WKRC-TV's 'Crusoe'

WKRC-TV Cincinnati had the cooperation of the city's schools system in promoting the United Artists' "Robinson Crusoe" movie and reports an ARB rating of 25.1 with 85% share of audience. The post-'49 movie library was bought for the station's late show (Mon.-Sun. 11:15 p.m. EST) but, "because of the film's literary value," WKRC-TV scheduled "Crusoe" on a Sunday afternoon last month at 2 so that it could be seen by school children. The Cincinnati school system permitted posters announcing the film's showing to be displayed on school bulletin boards and allowed teachers to read fact sheets about the picture, supplied by WKRC-TV, to an estimated 75,000 school children.

KAFP Found Guilty of 'LOL'

"Found guilty of LOL," says a full-page ad placed in the *Petaluma* (Calif.) *Argus-Courier* by KAFP there. The spread came at the end of a two-week teaser campaign on the station featuring the mysterious word "LOL." Listeners telephoned guesses as to the word's meaning and their ideas were recorded and aired later in the day. The newspaper ad resolved the issue by showing a picture of a "judge" finding KAFP's manager, Charlie Powers, guilty of having "Lots Of Listeners" and sentencing him to play the top 40 discs for a year.

WBAI (FM) Commends Competition

WBAI (FM) New York is presenting several new services for its listeners: At 5 p.m., Monday-Friday, it broadcasts information on ticket availabilities for legitimate theatre presentations; on Thursday at 5:45 p.m. and Friday at 4 p.m., it reports on snow conditions at New York state and New England skiing resorts and at various times throughout its broadcast day it recommends programs of "outstanding merit" by other stations in the New York area.

PRETZELS were handed to admen at a party given by WISN-TV Milwaukee to promote *Pretzel Party,* a new live music show. In keeping with the program's format of old time waltzes, polkas and community singing, the station dressed two girls in Old World costumes to distribute the pretzels and promotional material. Ed Ritz, media director, Klau-Van Pieterson-Dunlap Inc., Milwaukee, is pictured receiving his supply.

WMAN Fans Tour Stamping Ground

The heavy turn-out of visitors to an open house at a General Motors factory in Mansfield, Ohio, Feb. 12-13, was attributed to WMAN there and the heavy spot campaign it carried announcing the event. An estimated 34,000 sightseers toured the city's new $80 million Fisher body-stamping plant while it was in full operation. One of the features that attracted tourists' attention was a booth in the factory's display area from which WMAN d.j. Jack Murdock aired his (1:15-5:30 p.m.) show.

State Issues WICS (TV) Interview

A filmed interview with two youths committed to the Boys' Training School in St. Charles, Ill., proved so successful for WICS (TV) Springfield that the state decided to distribute it to other state tv stations and organizations. Convinced that activities of the Illinois Youth Commission would make an interesting tv feature story, WICS' news department arranged the interview with the boys. Local News Editor Bob Warren and Film Director Bill Shaw visited St. Charles and made a sound interview with them and Robert Patton, youth commission chairman.

History of WFMY-TV in Booklet

A 68-page history of WFMY-TV Greensboro, N. C., has been published by the station for circulation among schools, libraries and other institutions within the North Carolina-Virginia coverage area. The book is designed as an informative portrayal of the operation of a television station, typifying the way the visual medium has developed in the last decade. Separate sections show how a local tv show is staged and how news and entertainment are brought to the viewer. Technical aspects of tv are explained in simple language. Gaines Kelley, WFMY-TV general manager, said 5½ months of research went into the volume, adding that it has been well received by schools, libraries and hospitals.

'Income Tax Answers' on MBS

MBS is broadcasting a series of six quarter-hour programs, *Income Tax Answers,* featuring Robert F. Hurleigh, Mutual Washington vice president, and Wade Hobbs of the Internal Revenue Service information staff. IRS Commissioner Russell C. Harrington appeared on the initial show. Aired Wednesdays, 7:15-7:30 p.m. EST, *Income Tax Answers* is designed to anticipate taxpayer questions and provide commentary.

'Faces' Win KTBS-TV Tv Sets

A "Mystery Faces" series shown on KTBS-TV Shreveport, La., meant a new tv set to four viewers. Each week the station selected and photographed a well-known Louisiana, Texas or Arkansas personality and showed him to viewers each day, masked. KTBS-TV awarded a 17-inch portable tv set to the sender of the earliest correct identification.

KLZ-TV Increases Its Lead in Denver TV!

KLZ-TV's amazing record of increased leadership in local programming, syndicated films, and network — verified in the January ARB — has been achieved without benefit of extraordinary promotions or especially selected films.

This means superior, dependable programming day-in and day-out.

Of special significance to advertisers is KLZ-TV's dominance in the field of non-network programming.

Compare KLZ-TV's outstanding local leadership and see why KLZ-TV program director, Paul Blue, has reason to be happy:

FIRST *in morning, afternoon and night news.*

FIRST *in live daytime music shows.*

FIRST *in weather shows.*

FIRST *in sport shows.*

FIRST *in week-end news, Masthead — Sundays.*

FIRST *in remote features, Panorama — Tuesdays.*

FIRST *in children's shows.*

All this plus:

HIGHEST share of audience sign-on to sign-off, seven days a week, in both 1-week and 4-week surveys, *an increase* since previous rating.

You'll sell more with KLZ-TV's proven local, syndicated and network leadership.

CBS in DENVER

KLZ TELEVISION Channel 7

CBS

KLZ-TV Leads In Syndicated Films

1. Frontier Doctor	32.4	KLZ-TV
2. Whirlybirds	32.2	KLZ-TV
3. Sheriff of Cochise	31.3	KLZ-TV
4. State Trooper	27.9	Sta. C
5. Highway Patrol	24.2	Sta. B
6. Harbor Command	24.0	KLZ-TV
7. Sea Hunt	22.7	KLZ-TV
8. Death Valley	22.0	KLZ-TV
9. Decoy	20.8	KLZ-TV
10. Boots and Saddles	20.4	KLZ-TV
Honeymooners	20.4	Sta. B

Represented by the KATZ Agency.

MONDAY MEMO

from **WILLIAM B. LEWIS,** *president, Kenyon & Eckhardt*

TV NEEDS BETTER, FASTER PROGRAM TRYOUTS

The ability to get faster evaluation of television programs coupled with a reported trend toward shorter commitments will definitely improve television's standing in the media selection sweepstakes.

Recession or not, today's time and production costs have long presaged the need for further reducing the risks in using television as a vehicle for the advertiser's messages.

As yet no one has found a substitute for meticulous advance research and the application of the best available judgment every step of the way. But even so, programs fail; stars of acknowledged magnitude unaccountably stop shining and the words of last year's most gifted writer fall upon deaf ears.

This situation, of course, is not peculiar to television. It is just that all of the elements in this youngest of the major media of public entertainment appear to be more magnified, more intense. Therefore, the impact, whether of success or failure, is likely to be greater than that of its older contemporaries—the theatre and the movies.

Both the theatre and the movies have a try-out arrangement that provides opportunity for improvement in the expensive product before it is launched upon the big time. True, the more thorough television practitioners, among which we like to include K&E, use a test panel in their safeguarding research efforts. But the results cannot be as authoritative. There is lacking a closer approximation of the conditions under which the television program will actually stand or fall.

Then, too, some shows need more time than others to find their audiences. A test period of 13 weeks might not be enough for one show; too much for another.

These considerations inevitably lead to the mention of the superior flexibility of "live" over filmed tv. Obviously, in the trial or experimental stage, a live show is easier and less expensive to work with. Changes for the better in film may not show up before the viewer for eight or ten weeks. Also, with film there is the fact that the first 13 episodes are customarily "in the can" when the first one appears and the second 13 are generally in production and completed by the time the first 13 have run their course. Pilot films for such shows (usually sandwiched in with the first 12 episodes) not exceptionally cost as much as $50,000, with the series itself selling for another $30,000 or $40,000. In this area sponsors are looking for commitments as short as 26 weeks or 39 weeks against 52 weeks.

The matter of greater safeguards and diminished risk becomes even more pressing in the light of sponsors who are asked to put up as much as $5 million or more for a half-hour network show over a 52-week period. To begin with, the term of the commitment is no longer realistic. It should include an escape hatch that is fair and reasonable to sponsor and network. No sponsor of this calibre is going to want to stay with a mediocre show for a year if his competition has a hit.

After all of the elements of a show have been researched to provide as sound a forecast as possible short of an actual trial run, a way must be found to pre-test the final product under conditions most closely approximating the real ones.

There are those who advocate a trial system which would divide the 52-week cycle into three and perhaps even four separate periods during which shows could be tested on the air and results studied. This calls for regarding the 52-week cycle as a two-season affair. Shows could be tested in the late spring, in summer and into early fall to determine whether it is worth proceeding to build them or, instead, to drop them in favor of another candidate. Presumably, this could only be done with live shows.

Whatever the system—and our industry must surely devise one—show tryouts could, by the same token, provide opportunity for training and developing the new talent essential to television's continued existence. As of now there is nothing in the field comparable to the Little Theatre movement and the off-Broadway theatre which feed the legitimate stage. Television producers, writers, and directors need some place within their own special medium in which to flex their muscles, too.

At K&E we are strong believers in going all-out, as a final safeguard, in heavily promoting and publicizing every program, once the die is cast. Here again, careful study of audience reactions during trial runs could conceivably provide advance information useful in planning the promotion and publicity campaign for the program selected.

William B. Lewis, b. 1904, Lakewood, Ohio, suburb of Cleveland. After two years at U. of Missouri, started with J. Walter Thompson Co. as apprentice in 1924. Two years later joined Joseph Richards as copywriter, serving with three other agencies before joining CBS as commercial program director in 1935. When put in charge of CBS programs late in 1936, he became the network's youngest vice president. In 1941 took leave from CBS to head the Washington bureau that was to become the domestic radio bureau of the U. S. Office of War Information, rejoining CBS in 1943. Joined Kenyon & Eckhardt Inc. in 1944 as vice president in charge of radio and member of the plans board. Was named to the executive committee in 1952.

Silence Isn't Golden

IN THE past two months television has discovered that it has an enormous power to arouse public action by editorializing.

Perhaps a dozen stations broadcast editorials opposing subscription tv. As a result, at least 100,000 viewers, probably more, wrote or wired protests against approval of a subscription system. Several Congressmen have described the mail as the heaviest on any subject since the firing of General MacArthur.

This has been an awesome demonstration of editorial power.

Awesome but not terrifying, as some broadcasters regard it.

Awesome but not illegal, as the advocates of subscription television claim.

The editorial power of television is at issue today for two reasons: (1) it has never been displayed so dramatically before and (2) it has hurt, perhaps fatally, a scheme in which promoters had invested heavily for lobbying and press agentry and which was on the verge of success.

The right to editorialize was given broadcasting in 1949 when the FCC revoked a long-standing prohibition against editorializing. A good many radio stations have developed editorial programs since then. But except for occasional broadcasts by individual stations, consistent editorializing by only one station that we know of (WTVJ [TV] Miami), and two editorial presentations on CBS-TV, television's right to editorialize has not been exercised.

It is a right which must be exercised if television is to justify its position as a medium of journalism.

It is also a right which (like all other rights) is accompanied by responsibilities.

The editorial power of television is no more to be trusted to the amateur than a hydrogen bomb is to be given to a child as a toy.

Editorializing is the prerogative of the wise, the fair-minded and the courageous.

The timid will shrink from it. The incompetent may try it but will fail.

If television is to deserve a reputation for timidity and incompetence, it will lapse into the editorial silence which for the most part prevailed before the anti-subscription campaign. If television is to be respected as a moving force, it will assume the responsibilities and exercise the right to editorialize—consistently.

This is essentially a job for the individual station. No consistent editorial program of substance can be prefabricated and shipped in from New York.

Unless stations are willing individually to take on the job, they are relegating themselves to the role of exhibition houses with no identity save that which their networks or film suppliers give them.

Ratings—Handle with Care

IF EVER a subject needed a primer written about it, it's program ratings. Few tools of the broadcasting trade have been so misused, twisted, distorted or misunderstood.

Elsewhere in this issue, courtesy of the J. Walter Thompson Co., we are pleased to present a sort of primer which, for attentive readers, should dispel a great deal of the fog and mystery that surround the whole question of ratings—and, most especially, how ratings should be used.

The Thompson study, part of a much wider examination of television generally, is not the first attempt to introduce clarity into confusion. There have been many such efforts, both by the rating services themselves and by other responsible elements of the business. We hope there will be others. But the JWT job merits particular attention—not only for the thoroughness of its approach to ratings but also for its equally revealing analysis of audience behavior, as reflected by ratings.

Some readers may take exception to the study's emphasis on one specific rating service. This emphasis should not, however, be construed as criticism of the other services. Nor should it be allowed to distract attention from the fundamental purpose of the study, which after all is to analyze the function of ratings, not to compare rating firms or their techniques. To the extent that the study makes ratings more understandable and contributes to their correct use, all services will benefit—be they ARB, Pulse, Trendex, Videodex, Nielsen, or whoever.

Drawn for BROADCASTING by Sid Hix

"Best hard sell man on our staff!"

Ike's FCC Dilemma

WHAT heretofore has been handled as routine—the nomination of a member of the FCC—has become a critically important task for President Eisenhower. He must find a successor to Richard A. Mack, realizing that the nominee will be subjected to perhaps the most rigid scrutiny ever given an appointee to the FCC.

Mr. Mack is the first commissioner in 31 years of Federal Radio Commission and FCC history to be forced to resign because of purported indiscretions in office. His resignation came amid charges of chicanery and influence-peddling at the FCC. The House Oversight Subcommittee inquiry is still in full swing with the end not yet in sight. The FCC is now regarded by the public as the most infamous agency of government.

It is for these reasons that the comment around Washington is that one would have to be a fool or a martyr to accept appointment to the FCC. There is no hotter spot.

After the fact, one hears that the administration has not given adequate attention to the calibre of men appointed to administrative agencies. (Yet in the case of the FCC, the last two appointments, Comdr. T. A. M. Craven and Frederick W. Ford, are generally recognized as highly meritorious).

It already is evident that the White House is exercising extreme care in its consideration of possible nominees for the Mack vacancy. The Senate Commerce Committee, which must first consider the nomination before it goes to the Senate for confirmation, knows that the eyes of the nation will be upon it. The FBI, which must make the field and security investigation, likewise can be expected to exercise extraordinary care in checking the qualifications of the proposed nominee.

Unlike some of those in the past, the appointment cannot be on a purely political patronage basis. A controversial figure more than likely will be avoided. It is doubtful whether anyone from broadcasting or communications will be selected unless he is a lawyer, consultant or perhaps an educator. The field thus is narrowed considerably for the $20,000-per-year appointment to the unexpired portion of the Mack term which runs until June 30, 1962.

The circumstances are such that a merit promotion from within government, though not necessarily the FCC, is most likely. Under the law the vacancy must go to a Democrat, or rather a non-Republican, since not more than four commissioners can belong to the same party and there are now four Republicans.

There are able career Democrats in government who could qualify and who might be willing to risk the Congressional harassment now seemingly a built-in hazard incident to FCC stewardship. The "clean as a hound's tooth" specification enunciated by the President in the last campaign can no longer be a political catchphrase.

HUNTINGTON CHARLESTON

is the

32nd*

TV MARKET

and only

WSAZ-TV

COVERS IT . . . and

You Get HIGHEST RATINGS at LOWEST COST

	Share of Audience**	Quarter Hour Win**	CPM Home Nighttime***
WSAZ-TV	63.5	430	1.12
STATION B	24.4	24	2.50
STATION C	14.2	4	3.33

*SOURCE: SRDS MARKET DATA July 1, '57 (Population)

**SOURCE: COMPUTED FROM ARB. Nov. 1957

***7:30-10:30 P.M. BASED ON 260 TIME FREQUENCY

HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston

LAWRENCE H. ROGERS, PRESIDENT

C. TOM GARTEN, Commercial Manager

Represented by The Katz Agency